by GEORGE F. TAUBENECK

Baseball Note We're All Human What Price Supermen? Let's Read the Record Enter the Creators Dreams Are Like Cotton-Candy

Baseball Note

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Suggestion to High Commissioner Happy" Chandler:

Why not assign Dick Wakefield, baseball's "problem child," to the St. Louis Browns? They have a fulltime psychiatrist on their staff. . . .

We're All Human

Every man's right to work for whom he pleases, where he pleases, and in the profession or business he chooses, is an inviolate personal right-and, in the democratic bargain-it is a cornerstone of our American Way of Life.

The only hope for the survival of the United States as a free country, and for the resurrection of a Communism-endangered civilized world, lies in the protection of this freedom of choice.

We Americans have demonstrated that a free economy is more successful than a government-controlled economy. The latter is so completely regulated that it thwarts individual resourcefulness, and provides no room for intelligent cooperation or improvisation. Moreover, it encompasses slavery. Inevitably the "planned" economy runs downhill until the "planners" must start a war in order to keep their cushy jobs.

Thus, if we Americans are firm in our resolution to preserve our own free economy, and to encourage the peoples of other nations to emulate our success—rather than appendaging their futures to a system which is dependent upon "fear incentive" and compulsion—we can put off for many, many years the date of any future

But if we abandon our priceless American heritage, we'll accelerate the processes which lead to war. Regimentation always hastens con-

What Price Supermen?

What devilish trend toward national suicide signified the ultimate humiliation of Germany, Italy, and Japan in 1938? Answer: It was the abdication of personal prerogatives, and the worship of "supermen."

Germany went in for "planning" and "social security" far in advance of its Occidental contemporaries. German "masters" controlled the day-to-day actions of their go-along citizens more thoroughly than did any other Western nation. Control led to dictatorship and the Superman (Hitler). Gradually and imperceptibly (at the beginning) in Germany, freedom of individual action became smothered. Distinction was achieved by becoming a salaried servant of the government. Doing what you were told to do-and never displaying initiative—led to honors in Germany. Teutonic social life was organized by the "perfectly sincere friends of the poor"—who little realized the ends to which their wellmeant sincere intentions would inevitably lead. And Germany fell, and became prostrate, as a result.

In the attempt of the Germans to achieve security, they let slip from their hands the bright promise of their destinies. They also forgot their responsibilities.

As it has been proved in Germany, Japan, Italy, and Russia—empowered economic and political planners must resort to compulsion if their plans are to be fulfilled-regardless of whether the Planners are unselfish blackguards. The momentum of Planning permits no alteration of the Plan. That's why, when the inevitable crisis arrives, the Planners must call upon the worst elements (the "goon squads") among their supporters to keep them in office. To cerry out Plans, socialists must resort to force.

In his first 10 years, Mussolini's achievements in Italy were impres-What those Americans who lauded Mussolini failed to see was (Concluded on Page 8, Column 3)



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Apt. House Project Water-Saving In East To Install 1,000 Window Units

DAYTON -- Approximately 1,000 individual window-type room air conditioners will have been installed by Frigidaire by the end of the year in the new Childs Garden apartments currently being developed in Floral Park, Long Island, by the Robert Metrick Co.

The \$3.5 million project calls for 32 modern two-story brick buildings with four apartments on each floor. Housing 284 families, the development's individual apartments will be air conditioned at no extra charge to the tenants by one or more 1/2-hp. window-type conditioners.

The Metrick development is believed to be one of the first of the moderately priced rental groups to include air conditioners as standard

"It is my conviction," Metrick declared, "that air conditioning is the greatest drawing card in attracting and holding tenants that can be offered today. No modern apartment can afford to be without it. More-(Concluded on Back Page, Column 3)

Knoff, Ward, Dickson **Move Up at Airtemp**

DAYTON - Promotion of J. F. Knoff to the post of assistant general sales manager, Airtemp Div. of Chrysler Corp., was announced by C. S. Stackpole, vice president and general sales manager for the divi-

Stackpole also announced the appointment of A. F. Ward as sales director, to succeed Knoff, and of E. D. Dickson as manager of parts and sales.

Knoff joined Airtemp as district representative in the New Orleans region, June 1, 1945. He became regional manager there and later was transferred to Dayton as divisional manager in September, 1947. The following September he was appointed sales director, his position at the time of promotion.

Ward has been with Airtemp since 1940, when he joined the division's St. Louis regional staff. In 1942 he was transferred to Dayton to handle project heating sales and as the war progressed, was assigned to negotiate and expedite special war contracts with the armed services.

He was made director of packaged cooling in 1945.

Dickson came to Airtemp in 1940 as a member of the planning department. In 1946 he was made supervisor of planning at the Indianapolis plant. Two years later, he was transferred to Dayton as supervisor of the parts department and held that post until his recent promotion.

Freezer, Refrigerator, Range Sales Soar In Pa.

PHILADELPHIA - First-quarter sales of home freezers, refrigerators, and ranges in this area soared way above those for the like 1949 period, reports by the Electrical Association of Philadelphia show.

Compared with a year ago, sales of home freezers in the first three months of 1950 increased 121%, those of refrigerators 55%, and those of electric ranges 39%. The reports cover sales in Bucks, Chester, Delaware, Montgomery, and Philadelphia

A total of 1,340 freezers was (Concluded on Page 17, Column 2)

Session Set for ASRE Conclave

KANSAS CITY, Mo. - Two engineering conferences, one on insulation for household refrigerators and freezers, the other on water conservation, plus two regular technical sessions are programmed for the 37th spring meeting of the American Society of Refrigerating Engineers to be held June 4 to 7 at the Muehlebach hotel here.

The insulation symposium is scheduled for Tuesday morning, June 6, and will take up such subjects as latest developments in domestic refrigerator insulation, surface temperatures and surface condensation, standardization of K factor measurements, and other problems.

This session will be chairmanned by W. A. Kuenzli with participants including O. E. Norberg, Russ Ayres, L. A. Phillip, C. D. Harris, J. L. Knight, Milton Kalischer, E. R. Wolfert, Vincent DiMaio, J. F. Stone, R. E. Backstrom, E. C. Van Buskirk of U.S. Rubber, O.R. McIntire, White, O. H. Yoxsimer, and L. E. Cover.

Following the symposium there will be a visit to the Owens-Corning Fiberglas plant here. The discussion will be continued on Wednesday morning, also.

The other engineering conferenceon water conservation-will be held Tuesday morning also, and is a con-(Concluded on Back Page, Column 1)

Record Restaurant Show Predicted

CHICAGO-The biggest restaurant show ever staged will be held in the Navy Pier here from May 23 through 26, according to F. J. Wiffler, executive vice president of the National Restaurant Association.

The show, which is drawing 387 exhibitors into 664 booths, will be part of the 31st annual convention of the National Restaurant Association. This is 125 more booths than at Atlantic City last year, Wiffler said. Association officials predict that some 20,000 restaurateurs will attend the affair.

Included among the exhibitors are 51 firms representing the refrigeration and allied industries.

Wiffler pointed out that all general sessions of the convention will be held in the mornings, leaving the (Concluded on Page 4, Column 4)

ment clerk in an auto factory.

television sets at a discount.

The offer sounded good to Dougherty and he took the dealer up on it. He even bought some appliances for his friends-passing the discount on to them.

The good-hearted Dougherty suddenly found that he had a lot of friends he hardly even knew before. And they all wanted to get something at a discount.

Did this stop Dougherty? No. He sold household equipment and even automobiles at a discount, even though he was paying the full price.

When the merry-go-round stopped on complaint of one would-be purchaser of an automobile at a 25% discount-police found that, roughly, Dougherty had paid out \$151,000 for his goods and received \$121,000.

Any legitimate dealer can tell you that this is not enough margin.

Dougherty's lawyers are entering a plea of guilty to taking money under false pretenses and asking that he gets a psychiatric examination.

Room Air Conditioner Sales Seen Booming

CORTLAND, N. Y .- "That 1950 will be a record breaking year for the room air conditioner industry is indicated by the fact that a number of manufacturers, including Remington, have already had to put their distributors on allocations," says Herbert L. Laube, president of Remington Corp., in his mid-year report to stockholders.

During the first half of the current (Concluded on Back Page, Column 2)

Discount-Happy Joe Finds Selling for Less Leaves Him In a Hole (Jail)

DETROIT-What can happen to a discount-happy, "get it for you wholesale" Joe-especially of the amateur variety-wouldn't happen to a dog. The dog knows better.

But it did happen to Lyle E. Dougherty, a former billing depart-

Dougherty's troubles all began, Detroit police are being told, when he met an appliance dealer who offered to sell him appliances and

Could Dougherty let them down? No. Could the dealer let Dougherty down? Yes. And he did, cutting off the discount.

From there on, the financial manipulations required to maintain this unfavorable balance of trade left Dougherty somewhat dizzy. Borrowing money from finance companies to meet the deficits and taking down payments on new orders to make the finance payments got so confusing, Dougherty did not know how much he owed to whom.

ernment and the implications for all American business in this situation.

More Injunctions Issued In N.Y. Fair Trade Fight

Avco Is Biggest

Washer Producer Is To

NEW YORK CITY - Avco Mfg. Corp., parent company of the Crosley

167,500 shares, or approximately 16%

of the outstanding stock of Bendix

Home Appliances, Inc. This will

make Avco the largest single stock-

Avco has acquired an interest in

Bendix because of its line of auto-

matic washing machines, driers, and

ironers, and its distributor and

dealer organization, according to a

statement made by Victor Emanuel,

The Bendix product line and dis-

tribution organization will remain

intact and entirely separate from

those of the Crosley and American

Central divisions of Avco, the state-

in the formal statement, it is as-

sumed that arrangements will be

made for Bendix to produce a laun-

dry equipment line to be sold by the

Crosley distributing organization.

Crosley Div. now produces an appli-

ance line which includes refriger-

ators, ranges, freezers, sinks, and

Annual Meeting of

ACRMA Opens May 25

WASHINGTON, D. C .- The in-

creasing participation of government

in the operations of American busi-

ness will be the subject for discussion

by the principal speakers at the

annual meeting of the Air Condition-

ing & Refrigerating Machinery As-

sociation, Inc., at The Homestead,

Southern Coal Producers' Associa-

tion, will speak at the association's

main business session on the subject

"Washington—Crossroads of Indus-

trial Might." Moody was one of the

three spokesmen and negotiators for

the nation's coal operators in the

eight months of turbulent contract

negotiations with John L. Lewis. He

will tell of the participation by gov-

Speaker at the ACRMA annual

luncheon will be H. B. McCoy, direc-

tor of the Office of Domestic Com-

merce of the United States Depart-

ment of Commerce, who, speaking

on "Government Relations with Busi-

ness," will review the department's

(Concluded on Back Page, Column 2)

Joseph E. Moody, president of the

Hot Springs, Va., on May 25.

Although nothing was said about it

president and chairman of Avco.

holder in Bendix.

ment declared.

cabinets.

has contracted to purchase

NEW YORK CITY-More injunctions against local retailers to prevent them from selling fair-traded products at below established minimum prices were granted to four housewares manufacturers recently.

Permanent injunctions were won by the General Electric Co. against J. E. S. Radio & Electric Co. and by Detecto Scales, Inc. against Briggs Radio.

Temporary injunctions were received by Revere Copper & Brass, Inc. against Thor Radio Co. and Kellard Co., Inc.

National Pressure Cooker Co. won 14 temporary injunctions against the following retailers:

World Happiness, Products Co.; Lew Rose, Inc.; Manhattan Station-ery Co., Inc.; Elliott & Alessi Radio Stores; Wexler & Sporty, Inc.; Disco New York, Inc.; Sterling White, Inc.; Standard Brands Distributors; Mc-Del Sales Corp.; Modern Retailers Varick, Inc.; Maritime Radio Corp.; Tri-Mart Appliances, Inc.; Maritime Watch & Jewelry Corp.; and Masters,

National Pressure Cooker also was granted three default judgments against Lou Resnick & Klepper, Inc.; (Concluded on Page 4, Column 3)

First of 1950-1951 Educational Exhibits Opens Friday, May 26 In St. Louis

ST. LOUIS-With all signs pointing to the biggest attendance in the history of such meetings, the first of the 1950-1951 series of Refrigeration and Air Conditioning Educational Conferences and Exhibits opens Friday, May 26, at the New Jefferson hotel here.

The three-day conference, lasting through Sunday, May 28, is sponsored jointly by Refrigeration Equipment Manufacturers Association and Refrigeration Service Engineers Society. The Refrigeration Equipment Wholesalers Association and the Refrigeration and Air Conditioning Contractors Association are also participating in the conference.

Eighty-four exhibitors have reserved space for exhibits which must be educational in character. The exhibits will be open from 1 to 6 p.m. and from 7 to 10 p.m. on Friday; 12 noon to 6 p.m. on Saturday; and 1 to 4 p.m. on Sunday.

It is emphasized that the conference and exhibit is open to all in the industry who may be interested. It isn't necessary to be affiliated with any organization in order to attend.

Rewa is sponsoring a contest among those attending for which three prizes will be awarded-a 14-in. television set, a Sunbeam automatic toaster, and a table radio. They will be awarded at the banquet on Saturday night, May 27, for the best entries describing why one of the exhibits has been the most helpful (Concluded on Page 4, Column 1)

New Firm In East To Make San Diego Fair Proves Equipment, Rebuild Units Boon for Frozen Foods,

MT. VERNON, N. Y.—Establishment of a new industry company, the B. S. Williams Co., Inc., with factory and engineering offices at 6 North St., here, has been announced by B. S. Williams, president.

The company will design, develop, and manufacture railroad air conditioning and refrigerating equipment and will operate a factory re-building and accessory parts service. In addition, it will handle liquid cooling and other specialized applications in the industrial as well as the commercial

Williams was active in the development of the Chrysler Airtemp packaged 3 and 5-hp. air conditioners and panel-type refrigerating and air conditioning units, which were used extensively throughout the war ef-

He is known also for his development activities in the temperature control of industrial machines and in the field of railroad air condition-

ing.
The last position held by Williams for Chrysler Airtemp was director of industrial research. In all, he spent 12 years with Chrysler Corp. Prior to that, Williams was with York Corp. for 13 years.

O. B. Kennedy Finishes Building

DALLAS-O. B. Kennedy Refrigeration Co., distributor for the Bally Case & Cooler Co. of Bally, Pa. for the Dallas and Fort Worth area has just completed a new building at 2111-15 E. 11th St. here.

HOW TO MAKE SALES

AND INFLUENCE CUSTOMERS

You make more sales when you show your

customers BTC's smart-looking Frozen Food

Display Case. Its full-color pictures—its gleam-

ing appearance-say "here's a cabinet to make

shoppers stop and buy" . . . help you boost your

display case volume and profit. Built to give

years of dependable service, BTC's Frozen Food

Display Case features heavy, all-steel Bonderized

Refrigerators, Freezers

SAN DIEGO, Calif. - Approximately 90,000 persons visited the week-long "Spring Fair" of frozen foods and refrigeration held in Balboa Park here late in April, according to J. Clark Chamberlain, secretary treasurer of the Bureau of Radio & Electrical Appliances of San Diego County.

Chamberlain pointed out that the fair was staged on an experimental basis and proved to be phenomenally successful. He indicated that it will become an annual affair. He said he has already reserved the park buildings for next April.

All of the 22 manufacturers and distributors of freezers and refrigerators who displayed their products at the fair reported excellent and immediate sales results, according to Chamberlain.

The frozen food manufacturers, he said, predicted that the sales of frozen foods here would increase about 25% as a direct result of the

Locker operators and packaging materials representatives also noted a big response from the public, Chamberlain declared.

Approximately 12,000 persons sat through a series of frozen food cooking demonstrations conducted four times daily by nine home economists.

The home economists, representing various freezer manufacturers and the public utility, stressed the use of commercially packed frozen foods in their menus, Chamberlain asserted.

Survey of Sheep-Raisers Leads Druggist To Cash In on Lush Biologicals Market

BLOOMFIELD, Iowa-Installing a 10-cu. ft. display refrigerator in his prescription department, which is devoted exclusively to animal health biologicals, has resulted in a 200% increase in sales to sheep-raisers here, according to Elmer Bryant, head of Bryant Drug Co.

Bryant installed the refrigerator when he found that many of the local sheep-men were getting along without the use of biologicals, which, in many instances, would have saved the lives of many lambs and ewes, had the proper vaccines and anti-toxins been available.

In order to learn just how wide a market there was for these biologicals, he made a survey among ranching communities around Bloomfield, and learned that stockmen were familiar with the biologicals, but, few of them made any attempt to use them.

"The average stockman agreed he would be willing to experiment with different types of biologicals providing they were kept handy in the community," Bryant indicated.

Bernard High Sales Chartered

WEST MEMPHIS, Ark.—Bernard High Sales, Inc., of West Memphis, has obtained a charter from the Secretary of State to sell air conditioning and heating appliances. Authorized capital stock is \$10,000. The incorporators were Bernard High, Octa Norman High, and M. N. Hobbs.

FROZEN FOODS

3 =

construction, full flooded "Cross-Flow" evapor-

ator plate liner, precision-engineered motor and

compressor, stainless steel top trim, eye-catching

superstructure and seven price panels. Warranted

for five years against food spoilage or mechanical

great line of Frozen Food Display Cases.

Write today for full information on BTC's

"Therefore, the logical step was for us to set up just such a department."

The refrigerator with a sliding glass door which permits a clear view of the interior, is identified by a sign which reads "We have your biologicals, vaccines, and anti-toxins under proper refrigeration."

A 1-hp. condensing unit, "mounted in a rear room, provides a 30° F. temperature which may be lowered if desired. Incorporated in the stock are biologicals for sheep, hog cholera serum, penicillin, streptomycin, and other drugs for combatting infection and seasonal diseases which attack local livestock.

Sales of animal health biologicals have increased so rapidly, that the refrigerator will pay for itself in much less time than anticipated, according to the Iowa druggist.

1,353 Refrigerators Moved In Salt Lake In 2 Months

SALT LAKE CITY - Appliance dealers in the territory served by the Utah Power & Light Co. and the Western Colorado Power Co. sold 1,353 refrigerators valued at \$304,425 during the first two months of 1950, the Utah utility reported recently.

In a territory that contains only 146,240 domestic electric customers, their sales record on other major appliances during that period was as follows:

Appliance	Unit Volume	Dollar Value
Ranges	946	\$189,200
Home freezers	325	89,375
Water heaters	556	69,500
Clothes washers,	1,125	140,625
Clothes washers, automatic	629	157,250
Vacuum cleaners	939	70,425
Ironers	361	36,100
Clothes driers	181	42,535
Dishwashers	142	35,500
Garbage disposers	75	9,000

New Neb. Safeway Stores

OMAHA, Neb .- Five new self-service supermarkets featuring enlarged frozen food vending installations will be constructed in Nebraska and Iowa this year by Safeway Stores, Inc., as part of the firm's planned 1,000-store expansion over the next five years, it is reported by Frank G. Pringle, division manager.

Pringle said that each of the new supermarkets will have 15,000 sq. ft. of floor space, and all are to be ready for business in October. Stores will be at Council Bluffs and Fort Dodge, Iowa, Grand Island, Neb.,

Plans for a sixth new store in Lincoln have been made but it is not expected to be completed until

Wyoming Store Contest Asks Patrons To Guess Final Census Figure

CHEYENNE, Wyo.-Five Cheyenne appliance dealers are taking advantage of the current interest in the Federal census to run individual census contests in which each dealer will give a \$15 merchandise certificate to the person submitting the best guess as to Cheyenne's official population, and a \$10 merchandise certificate to the best guess on the county population.

Contestants have until June 10 to submit their guesses, and the dealers reported that the contest is proving to be an excellent store traffic builder.

Certain rules have been formulated to avoid controversy and confusion. Each store has a supply of official census contest entry blanks on which the contestant may enter his guess. name, and address.

The filled-in sheet is left in a conveniently located contest box. Guesses are limited to one a day at each store and the contestant must be 14 years of age or over. One person, if he were lucky enough. might win a prize from each store.

Names of winners will be published in the Cheyenne newspapers after the official census figures are announced, which will be sometime after June 10.

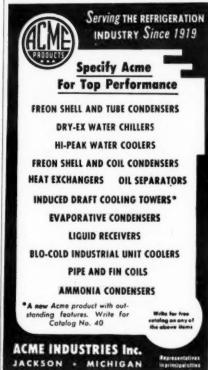
In case of ties, prizes will be divided equally. Employes of the U. S. Census Bureau are not eligible to compete.

In order to avoid any lottery stigma, no purchase is necessary to enter the contest and the winner need not be present when the winners are announced.

Participating firms include the Electrical Center, Automatic Electric Co., Jack's Appliance Store, Maytag Store, and Cheyenne Light, Fuel &

Creekside Files on North Side

BUFFALO-A business name has been filed in the Erie County clerk's office for the Creekside Refrigeration Service, Versailles Rd., North Evans



Across-the-Line Starters

The Bulletin 709 solenoid starter is a favorite for air conditioning and refrigeration because it is good for millions of operations and does its job day in and day out without attention. The double break, silver alloy contacts never require maintenance. There is only one moving part-no troublemaking pins, pivots, hinges, or flexible conductors. Write for information. ALLEN-BRADLEY COMPANY

1313 S. First St.,

Milwaukee 4, Wisconsin

To Push Frozen Foods

Safeway's national program calls for 13 new stores in the Nebraska-Iowa district, he added.

and two in Omaha.

next year.

BULLETIN 709

Size 2, Bulletin 709 across-the-line solenoid

starter with cover removed.



FROZEN FOODS

Model DC12-2D

Specifications: 12 cu. ft. capacity; covers 28" x 76" floor space; 62" over-all height; 110-120 V motor; 1/3 h.p. compressor; includes 3 dividers and two 3-Dimensional Pictures.

SOLENOID MOTOR CONTROL

THE BREWER-TITCHENER CORPORATION, BINGHAMTON, N. Y.



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LOOK AT THESE OTHER TOP-FLIGHT ENTERTAINERS!

BEATRICE LILLIE . FRANK SINATRA

CONDOS & BRANDOW and many, many others!

Produced by Max Liebman

SATURDAY, MAY 27

NBC TELEVISION NETWORK 9:00 to 10:30 P. M., E. D. T.

COMPLETE REBROADCAST OVER 28 OTHER STATIONS
APPROXIMATELY ONE WEEK LATER*

*Check your local station or newspaper for exact date and hour of broadcast.

BIG 1½ Hour "Star Spangled Revue"

New Fun! New Stars! New Surprises! Don't Miss It!

• Following up its tremendously successful Easter TV show, Frigidaire announces another big 1½ hour "Star Spangled Revue" with the inimitable Mr. Hope—a new array of top-flight stars—a completely new program full of fun and surprises.

Frigidaire's *first* Bob Hope TV Show attracted one of the biggest TV audiences ever. Enthusiastic letters by the score poured into Dayton. And, most important, the great audience of people who saw the show now have a better understanding and appreciation of the complete line of Frigidaire appliances.

LOOK at these press comments about the Easter "Star Spangled Revue"

- "Bring out the Posies! ... That's what I feel like doing this morning, for a bunch of them should be presented to all concerned in the 'Star Spangled Revue.' This hour-and-a-half one-shot offering was by far the breeziest and brightest revue type of show I've seen on television." ... Looking and Listening with Ben Gross, New York News.
- "Marked a 'smilestone' for TV"
 ... Bill Barton, Dayton, Ohio News.
- "Now we'd like to toss a nice big bouquet to Hope and all with him for that Sunday Frigidaire premiere. It was top drawer throughout."... From Herschell Hart in The Detroit News.
- "In the first place on anybody's list of entertainment programs—a perfectly balanced hour-and-a-half of top video entertainment". Radio Daily, Television Daily Section.
- "The Star Spangled Revue with Hope represented television in top form, and was just about as elaborate a variety show as we have ever seen." . . . Looking and Listening, by Andy Wilson, Detroit Times.
- "Bob Hope and television finally got together Easter Sunday. Hope and television were made for each other." . . . Televiews with Don Foster, Chicago Sun-Times.

- "Bob's show had just about everything that either Hollywood or Broadway could ask in the way of popular, mass-appeal entertainment ... The sprightly Robert put on 90 minutes of capital entertainment that had all the zing and style of the real big time." ... Jack Gould, New York Times.
- "Bob Hope proves a natural on television" . . . Quick, News Weekly.
- "Bob Hope's first appearance on TV for Frigidaire pleased the sponsor and the audience, and simply delighted the show's master of ceremonies, a fellow named Bob Hope." . . . Advertising Age.
- "Bob's show had just about everything... Bob himself was in rare form... the polished clown." ... Jack Gould, New York Times.
- "Bob Hope has done for television what 'The Great Train Robbery' did some forty-seven years ago for the movie industry" . . . Bob Sylvester.
- "Bob Hope is made to order for TV and vice versa. He's been hailed by the critics as the greatest boon yet for the new medium."... Sid White, Radio Daily.
- "Bob Hope had almost a Will Rogers way of kidding on his NBC-TV show"
 . . . Earl Wilson, New York Post.

You can't match

FRIGIDAIRE

Program for Educational Conference--

(Concluded from Page 1, Column 4) as an educational display.

Following is the program of talks and movies at the educational conference sessions:

FRIDAY, MAY 26

10-11 a.m.—"Information Please," Question and Answer Panel.

11-12 noon-"Underwriters' Laboratories, Inc., and the Refrigeration Service Engineer," G. H. Pope, assistant secretary, Underwriters' Laboratories, Inc. This talk will be followed by a motion picture entitled "Approved by the Underwriters."

1:30-2 p.m.-"It All Adds Up to Better Service-Customer Goodwill," Westinghouse motion picture.

2-3 p.m.—"Repairing Electric Mowith demonstration, B. L. Britt, service manager, Wagner Elec-

3-4 p.m.-"The Care and Refrigeration of Draught Beer," Dr. Bryn Nissen, engineer, Anheuser Busch Co.

4-5 p.m.—"Refrigeration as it Applies to Open Type Commercial Display Cases," Les Hickox, refrigeration service engineer, Tyler Fixture

5-6 p.m.—"Disposable Containers for Compressed Gases," A. M. Esberg, president, Eston Chemicals, Inc. 7-8 p.m.—"Moisture Control In Refrigeration Systems," E. E. Thomp-

son, Davison Chemical Co. 8-9 p.m.—"Removing from Refrigerating Units," F. Y. Carter, chief sales engineer, Detroit Lubricator Co.

9-10 p.m.—"The Electrical System of Hermetics," C. A. Patterson, field

engineer, Spencer Thermostat Co. and A. P. White, manager, commercial refrigeration

Exhibits open 1 to 6 p.m. and 7 to

SATURDAY, MAY 27

9-10 a.m.—"Information Please," Question and Answer Panel.

10-11 a.m.-"Pressure Drop and Sizing Refrigerant Lines," John A. Schenk, chief engineer, Alco Valve

11-12 noon-"Solenoid Valves-Their Design, Operation, and Application to the Refrigerating System," Herman Spoehrer, vice president, Sporlan Valve Co.

1-2 p.m.-"Value and Proper Application of Heat Exchangers," Cecil Boling, president, Heat-X-Changer

2-3 p.m.—"Water Conservation," speaker to be announced.

3-4 p.m.—"Refrigerating Oils," Dr. W. O. Walker, director, research and development, Ansul Chemical Co.

4-5 p.m.—"Selecting and Servicing Water Cooled Condensers," A. B. Newton, director of sales, Acme Industries. 5-6 p.m.—"Basic Sales Training.

First two of four 20-minute talkies furnished by the Refrigeration Equipment Wholesalers Association. Exhibits open 12 noon to 6 p.m. 7 p.m.—Banquet and entertain-

SUNDAY, MAY 28

10-11 a.m.—"Information Please," Question and Answer Panel.

11-12 noon-"Safety for the Serv-

ice Engineer," George Schuld, international safety director, RSES.

1-2 p.m.—"Selection, Operation, and Maintenance of Water Cooling Towers and Evaporative Condensers," Howard Degler, technical director, the Marley Co.

2-3 p.m.—Speaker to be announced later.

3-4 p.m.-"Basic Sales Training." Second two of four 20-minute talkies furnished by the Refrigeration Equipment Wholesalers Association.

Exhibits open 1 p.m. to 4 p.m.

N. Y. Fair Trade Fight --

(Concluded from Page 1, Column 5) Thor Radio Co.: and Windsor-Fifth Avenue. Inc.

In the dispute between R. H. Macy & Co. and General Electric, Supreme Court Judge Ernest Hammer reserved decision on an application by Macy to examine 21 discount house dealers.

A Macy official said the store wanted to show that these houses had been selling General Electric products at below established prices for several years. General Electric opposed the application on the grounds that Macy's has not made sufficient showing to permit an examination.

Miss. Refrigeration Firm Opens

GULFPORT, Miss. - Refrigeration equipment will be featured by Lefeve's Service Center, which held formal opening in its new and enlarged quarters at 1418 25th Ave. recently. A. F. Lefeve is the owner.

Restaurant Meeting--

(Concluded from Page 1, Column 3) afternoons free for seeing exposition booths and the holding of special

Each morning's program will start at 8:30 and will end at 1 p.m. Pattern for the first two days allows for several talks followed by a panel discussion. The last two days will start out with "shop talk" to be followed up on Thursday by a food show and on Friday by a series of talks.

Featured speakers on Tuesday (opening day) are Clarence Francis, chairman of the board, General Foods Corp., and Cyrus Ching, director of the Federal Mediation and Conciliation Service.

Francis will talk on "What the Public Thinks" and Ching will dis-"Mediation-The American Way."

Andrew J. Crotty, Jr., president of the association, will deliver the keynote address on "The Restaurant Business Tomorrow."

The panel discussion will cover "Business Building-Trade Promo-

Feature attraction on Wednesday will be the premiere showing of "Company's Coming," a restaurant training film produced by the University of Chicago in cooperation with the association.

Thursday's "shop talk" session will be devoted to self-service operators. A "food show" demonstrating different cooking methods will be staged at 10:30 a.m. and repeated at 2:30

On Friday, the second "shop talk" session will cover "50 Practical Ideas on Cutting Costs." Another Friday feature will be a talk by J. C. Penney, honorary chairman of the board, J. C. Pennev Co. His subject for the talk has not yet been announced.

Entertainment features include the annual banquet, slated for the Grand Ballroom at the Palmer House on Thursday evening, and reservation of the Erlanger Theater on Tuesday evening for a performance of "Okla-

List of Industry Firms That Will Exhibit At Restaurant Show

Among the exhibitors at the exposition will be:

Booth No.

B00111 140.
Ajox Corp. of America550-1
American Automatic Ice Machine Co901-2
Anheuser-Busch, Inc1001-2
Calgon, Inc
Carbonic Dispensers, Inc403
Circulators & Devices Mfg. Corp210-11
Connolly, Inc., J. J
Cory Corp
Craft Mfg. Co
Detroit Display & Cabinet Co801-2-3
Dunhill Soda Fountain Corp657
Eastern Stainless Steel Corp614-5-6
Evans Mfg. Corp 1007
Foremost Fountains, Inc279
Formica Co., The
Frigidaire Div., General Motors407-8-9-10
Herrick Refrigerator Co 834-4
Herrick Reinigerator Co
Hill & Co., Inc., C. V891-2
Hobart Mfg. Co131-2-3-4, 442-3
Hotpoint, Inc
Johnson Plastic Tops
Jordon Refrigerator Co., Inc589-90
Leitner Equipment Co
Liquid Carbonic Corp
Loudon Sales, Inc
Metaline Corp849
Monitor Process Co
National Store Fixture Co816-7-8-9
Phenix Soda Fountain Co
Puffer-Hubbard Mfg. Co 132-3
Punxsutawney Co
runxsurawney Co
Refrigerated Equipment Sales Corp775
Ruud Mfg. Co
Seco Co., Inc
Service Devices, Inc
Smith Corp., A. O135
Snow Crop Marketers, Div. of
Clinton Foods, Inc
Southern Equipment Co
State Control
Stainless Food Equipment Co205-6-7-8
Stanley Knight Corp632-3
Sterling Mfg. Co
Sweden Freezer Mfg. Co 578-9
Thermo Cuber Co., Inc
Tricolator Co., Inc
Tyler Fixture Corp
United Refrigerator Co
The state of the s

Refrigerating & Power Specialties Co.. To Distribute Recold Commercial Line In Oregon, Washington

LOS ANGELES - Distribution of Recold commercial refrigeration and air conditioning equipment in Oregon and Washington is now being handled by Refrigerating & Power Specialties Co., Hy Jarvis vice president and general manager of Refrigeration Engineering, Inc., announced.

The new Recold distributor handles the sale of Recold equipment in its Portland, Tacoma, and Seattle offices, has headquarters in San Francisco. The company is an outgrowth of the old Faget Engineering Co. and is one of the oldest refrigeration wholesalers on the Pacific Coast.

The company was founded in 1926 by A. F. Tudry, who is today president of the organization. Tudry, prior to the inception of Refrigerating & Power Specialties Co., was for many years associated with Faget Engineering Co. as sales engineer and president.

United Showcase Co.810

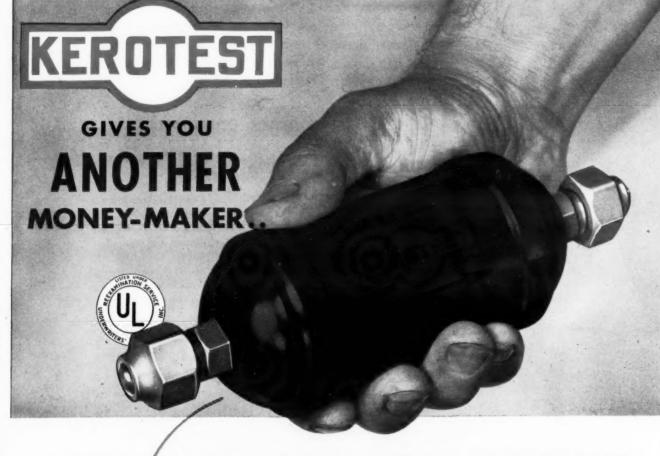
Victory Metal Mfg. Co. 452-3-4-5

In 1926 the Faget plant was completely destroyed by fire and at that time Tudry took over the distribution of the products being handled by the Faget organization. The new sales organization became known as Refrigerating & Power Specialties.

of m se

Supervisors of the branches in the Northwest, which handle Recold equipment are Walter Sonnenberg, manager of the Portland branch; Burt Powers in Tacoma: and Don Bailey at the Seattle office.

Refrigerating & Power Specialties Co. replaces Refrigerative Supply,



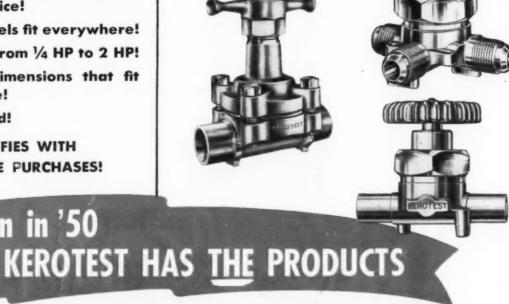
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- Only 6 models fit everywhere!
- All ratings from ¼ HP to 2 HP!
- Standard dimensions that fit everywhere!
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QUALIFIES WITH 100 PIECE PURCHASES!

Again in '50



KEROTEST MANUFACTURING COMPANY, PITTSBURGH 22, PENNSYLVANIA

OFFICES AND WAREHOUSES: New York City Chicago Les Angeles San Francisco Houston

SAVER! Handy Expando Tube End Expander Eliminates **Coupling and Reduces Soldering Time** At last! Here's a new method of connecting copper, aluminum and steel tubing. Not only does it cut time and material costs, but it eliminates the coupling which requires fitting and cleaning.

A few easy turns of Expando's handle and
it quickly expands the tube's end so that it fits within .002 of an inch . . . and easily slips over the end of the connecting tube. Think of it! One soldering . . . no coupling . . . a real time and money saver! Handles tube sizes 36, 12, 36 and 34. Immediate Deliveryl Attention JOBBERS - SALESMEN There are a few territories still available. Inquire about yours

NEW-AMAZING

time and money

Write Dept. AC5 ENGINEERING COMPANY 2617 No. St. Louis Ave., Chicago 47, Illinois

facilities include a 12 by 30-ft. vege-

table cooler and a 6 by 8-ft. low tem-

In the basement is a compact refrigeration machinery room in which are located eight compressors totaling 26%-hp. capacity. There is a 5-hp. Worthington compressor for the dairy cases, two 5-hp. Worthington units for the meat cases, a 1-hp. Universal Cooler compressor for the low temperature fish and poultry cases, a %-hp. Universal Cooler unit for the fresh fish and poultry case, a 5-hp. Worthington unit for the meat cooler, a 3-hp. York compressor for the produce cooler, and a 2-hp. Universal Cooler unit for the dairy

Also in the basement is a 40-ton Worthington air conditioning system that cools both the market and the

cutting room. H. C. Levine of Atmospheric Control, Inc., who installed the air conditioning, noted that the cutting room is only cooled to com-

fort temperatures and not down to

50 or 55° F. as is the case in some

Such low temperatures are not

perature freezer.

This Is What Lecturers on Store Modernization Are Talking About



This row of five 7-ft. Hill cases provide plenty of space for the adequate display of frozen foods in the new Wrigley Supermarket on Detroit's northwest side. The cases are set facing the produce section.

Detroit Supermarket Chain Incorporates Unique Color, Lighting, and Refrigerated Self-Service Displays In 26th Store

DETROIT-A concrete example of what store modernization lecturers are talking about is found in the latest addition to the Wrigley chain of supermarkets here.

5-6 2-3 557

5-6 007 279 2-3

10

te

Store No. 26 in the Wrigley chain incorporates all the points covered by the vocal advocates of modernization: color, lighting, self-service refrigeration, air conditioning, and plenty of room for customers to shop

First feature to strike the customer's eye is the unusual pastel color scheme. Rear of the store is light orange, the produce side is blue, and the opposite side and front are green. The green side wall is gaily decked out with a mural containing sketches of brightly colored

Full length strips of fluorescent lighting run the length of the 100-ft. by 160-ft. store, giving the customers plenty of light in which to shop.

Additional lighting is provided in the 215 ft. of self-service refrigerated display cases that dominate one side of the store.

Of particular interest to Jack Pearlman of Western Refrigeration & Equipment Co., who made the installation, is the fact that every foot of the self-service refrigeration equipment is C. V. Hill-the latest 1960

Backed against the green side wall



and forming a base for the mural are 70 ft. of fresh meat cases. These cases feature slide racks for prepackaged meat storage directly beneath the display area. Doors to the storage space are equipped with foot latches so that a man burdened with trays of meat can open the door with

Storage here, according to Pearlman, facilitates replenishing the displays during rush periods. However, Al Caron, meat manager, admits it is difficult to reach the storage compartments with customers crowding against the cabinets.

Opposite the meat display stand 25 ft. of double deck dairy cases and 37 ft. of single deck, double duty cases. Sigmund Bielecki, dairy manager, commented that he has found the double deck case particularly advantageous. He said he places the impulse items such as cheeses on the upper deck and the demand items such as milk and eggs on the bottom.

In this way the impulse items are always at the customer's eye level, which goes a long way toward increased sales. He added that the customer's attention is riveted so firmly on the upper deck that many times he does not see at all the items that are displayed on top of the cabinet.

Along the rear wall are 33 ft. 6 in. of delicatessen cases, 7 ft. 3 in. of frozen fish case, and 7 ft. 3 in. of frozen poultry case. In addition there is a 20-ft. 9-in. service case for fresh fish and poultry. This case is the only service case in the entire area behind the checkout stands.

Nicholas Vandersloot, general manager of the store, pointed out that this service is still essential. Customers want so many different varieties of cuts in fish and poultry that it is impossible to meet the demand satisfactorily through self-service alone, he said.

"An attractive display is a very important factor in the merchandising of fresh fish and we get that better through the service cabinet.

"Even when the store is not

Shown:



Along this aisle in the new Wrigley market can be seen 70 ft. of fresh meat cases on the left and 62 ft. of dairy cases on the right. At the rear can be seen the beginning of a 33-ft. row of delicatessen cases.

crowded there are several people lined up at the fresh fish and poultry counter. That demonstrates to us that we are right in our reasoning," he stated.

Opposite the produce department, which is ice refrigerated, stand 35 ft. of frozen food display cases. The frozen food cases are the only ones in the store that are self-contained, Pearlman said.

He pointed out that they feature a completely automatic defrost and they stay clear of frost at all times.

At the front of the store, outside the checkout stands, is the bakery department equipped with two 6-ft.

3-in. refrigerated display cases.

At the rear of the store, behind the delicatessen display is the cutting and pre-packaging room. This 24 by 30-ft. area is equipped with the latest cutting and packaging equipment. It is flanked on one side by a 17 by 30-ft. meat cooler and on the other by a 12 by 30-ft. dairy

The meat cooler is equipped with reach-in doors facing the cutting room. An overhead rail extends from inside the cooler, through the cooler door, past the cutting tables, and through the rear door of the store.

Other refrigerated bulk storage

necessary, he contends, because the meat is only out of the cooler for about 15 minutes and that is not sufficient time for it to warm up beyond safety temperatures.

Detroit Ice Machine Co. installed the refrigeration equipment for all the fixtures and the coolers. Chrysler & Koppin built the walk-in coolers and the bakery cases. Economy Air Conditioning, Inc. put in the ductwork for both the air conditioning and heating plant and also built the blower coil cabinet.

Almor Mfg. Co. installed the island displays for the groceries and Detroiter Refrigerator Mfg. Co. sold the Spee-Dee checkout stands.



NEW AUTOMATIC ICE CUBE MAKER

No other machine provides so many ice cubes at so low a price. A cold mine in 4 sq. ft. that's a gold mine to Carrier dealers. Makes 410 lbs.

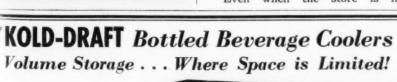


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sell the refrigeration with the name that sells

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	Please send me, without obligation, information on the Carrier Commercial Refrigeration line I am interested in becoming a dealer.
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Air Conditioning Helps Research Lab Control Climatic Factors Governing Growth of Plants

LOS ANGELES-An air conditioning system, designed especially to facilitate plant growth, is an important part of the "ultimate" in greenhouses developed at the California Institute of Technology.

Greenhouses date back about 300 years, when plant introduction into Europe started on a large scale. Many plants came from tropical and subtropical regions and perished during the cold European winters. This meant plants had to be reintroduced each year.

The men who were plant fanciers built the forerunner of today's modern greenhouse to stop such heavy loss. These first buildings were called "orangeries" because potted sub-tropical plants such as oranges were kept frost free in rooms heated by ordinary stoves. Light which managed to get in the insufficient windows was inadequate and only the strongest plants survived.

The next logical development was the glass roof which solved the light problem but decreased the heat problem as such structures required more heat to keep warm. Little change took place after that for nearly 300 years. Near the end of the last century the development of various forms of artificial light began to change things.

Plants grew with artificial light and air conditioning, but it wasn't until the recent arrival of fluorescent lamps that things began to really hum. Dr. Henry O. Eversole and Dr. L. C. Marshall then got together and really combined air conditioning and light and built the first completely air conditioned greenhouse. The results of their work and experiment are amply illustrated in the Earhart Plant Research Laboratory at the California Institute of Technology. Funds for construction of the laboratory were supplied by the Earhart Foundation of Ann Arbor, Mich.

The laboratory is under the direction of Dr. F. W. Went. The establishment is often referred to as the



Never before in the history of

plant research have the scientists

been able to control all possible cli-

matic factors such as light, tempera-

ture, humidity, gas content of air,

wind, rain or fog as in this new

It is only reasonable to expect that

researchers will find factors that will

have a terrific impact on the future

development of botany, agriculture,

medicine, and other sciences. The

mechanical features, including air

conditioning, of the building were

constructed under the guiding hand

of Art Hess, of the firm of Hess,

small, being about 80 ft. by 125 ft., with a basement and ground floor.

ALL AIR IN AT ONE SOURCE

tained, in so far as pollen, yeasts,

molds, and insects only are con-

cerned, by taking all fresh air in at

one source and electrostatically filter-

ing it by a Raytheon filter at the

fresh air inlet before allowing it to

The sterility of the air is main-

The building itself is comparatively

Greiner & Polland in Los Angeles.

building.

Dr. F. W. Went, who directs Earhart Plant Research Laboratory at California Instituta of Technology, is shown at the Minneapolis-Honeywell control panel which is the "brains" of the air conditioning systems for six greenhouses.

fresh air is required.

The building is under a positive air pressure at all times. There are only three doors to the outside and they are weather stripped; all windows are sealed to prevent the entrance of contaminated air.

The water used in the Phytotron is treated in a de-ionizer to provide water practically as chemically pure as distilled water. The distribution system is of hard rubber and all storage tanks are of glass or rubber lined to assure uncontaminated water at the point of use.

Drayer-Hanson Unit Washes Air

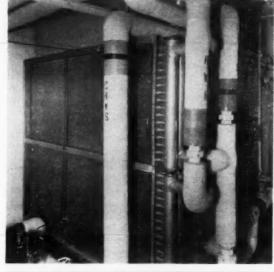


Photo of air intake for the Drayer-Hanson air washer shows pre-heat coils, and cold water piping.

While there are few direct expansion coil air conditioning units, most of the air conditioning is done by a hot and chilled water system. Because of the numerous uses of water in the laboratory and the various temperatures needed, it was decided the water system would prove most suitable.

Hot water to the air conditioners is supplied by two cast iron gas fired boilers used as direct fired water heaters. Chicago Pump Co. centrifugal pumps circulate the hot water throughout the building where it is used by the remote type air conditioning units as required. The hot water is also piped to each laboratory for root or water bath temperature experiments.

A Frick 60-hp. water cooled condensing unit supplies refrigerant to the four water chillers. The chilled water is stored in a 30,000-gal. tank for a total capacity in the chilled water system of 110 tons. The centrifugal pumps circulate the chilled water throughout the building at a rate of 150 g.p.m. with a peak of 250 g.p.m. The chilled water is utilized by the remote type air conditioners as needs require.

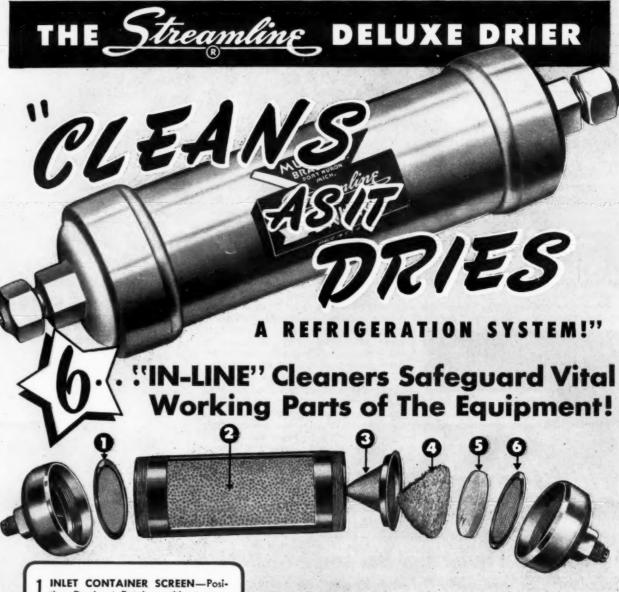
Condenser water is supplied from the roof spray system, using water which has been allowed to flow over the roof of the greenhouses to accomplish infrared ray or sun radiation control. Coming from the roof the water is passed through a sand

(Concluded on next page)



McQuay's new Two-Way Unit Cooler is especially designed to fit compactly into small space. It's a space saver in reach-ins, back bars, and direct-draw bars. Maximum cooling is assured by two-way air diffusion. Air is admitted through the front of the "U" shaped coil, and discharged out the two sides. All connections are on the outside, for easy valve mounting. Motors are long-life lubricated. Cabinet is finished in white baked-on enamel. Write for Catalog No. 96.





tive Dessicant Retainer without pres-

DRYING AGENT—Installed under strict laboratory control with sealed charging equipment.

LOCKED-IN CONE OUTLET SCREEN Extra Capacity free flow strainer

FILTER BED—Chemically cleaned wool mass traps fine metallic grit and

WHITE WOOL DISC-Doubles filtering capacity.

OUTLET RETAINER SCREEN-By itself, equal to the filter elements in most ordinary driers.

MUELLER BRASS CO.

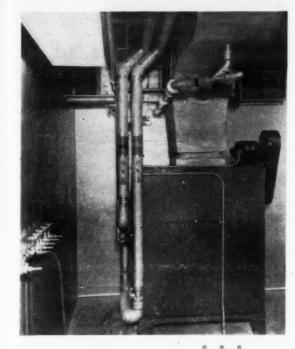
PORT HURON, MICHIGAN

For over 10 years the STREAMLINE Deluxe Drier has proved its ability to thoroughly clean and dry a refrigeration system. This "Double-Duty" Drier, with its unique cone screen filtering unit, is designed to remove metallic filings, lint, sludge and grit as well as doing a "one pass" job of removing all harmful moisture. Forged brass ends are threaded and soldered to the heavy copper shell for extra strength and safety.

Packaged in individual and multiple cartons for double protection of your investment. Keeps parts clean and safe from damage from the factory to the job.

> ORDER A CARTON TODAY from your refrigeration wholesaler

Floor Conditioner Holds Temperature Steady



at

This Drayer-Hanson floor type air conditioner humidifies, dehumidifies, heats, and cools to maintain constant temperature. Air intake is on opposite side.

Film of Water Flowing over Glass Roof Of Lab's Greenhouses Cuts Cooling Load

(Concluded from preceding page) and gravel filter after treatment by bromine to prevent algae growth. Leaving the filter the water is circulated back to the condenser at a rate of 195 g.p.m. at which rate an approach of 5° to wet bulb is

l. Large "Ful-Flo"

3. 11/2 turns to open

or close valve.

seal area.

This is accomplished even though in addition to the condensing load, an additional load of about 90 B.t.u. per square foot of glass roof of absorbed direct and indirect radiation. Use of the water film on the glass roof of the greenhouses results in a saving of approximately 275,000 B.t.u. per hour on the cooling load. Each of the six greenhouses has its own air conditioning equipment and

a separate room for the equipment. The equipment consists of a preheat coil, spray chamber, reheat coil, and axial fans.

The spray chamber controls the dewpoint and if necessary to heat the air it is passed over the reheat coil. Water in the spray chamber can be cooled by bleeding in chilled water from the main chilled water

An axial fan blows the conditioned air up into the greenhouse rooms through slots in the floor. Use of floor slots for air distribution serves a couple of purposes. First, overhead distribution casts shadows and plants do not like drafts. Also, the upward direction of the flow keeps the hot air up high and away from the plants until it is drawn out of the room.

Three rooms have direct expansion coil equipment using "Freon-These rooms are equipped in this manner because at times the temperature needed is lower than the freezing point of water used in the rest of the air conditioning system in the building. In these cold rooms humidistats operate a solenoid valve that lets in a combination of compressed air and water into the room to give desired humidity con-

Drayer-Hanson remote type air conditioners are used for most of the other rooms. With these units either the chilled water or hot water is circulated through the coils and fan draws the air across the coils. Humidity in rooms with these units is taken care of by humidifiers consisting of a nozzle type spray from which is ejected a combination of water and compressed air.

Another method of controlling humidity is by use of a "Kathabar" unit which can decrease the relative humidity much further than the regular air conditioners. In this instance the air is circulated through an absorption tower in which a concentrated solution of lithium chloride is sprayed over cooling coils. This removes the water vapor from the circulating air. In another part of the unit the LiCl is continuously regenerated by spraying it over heating coils and passing a stream of air over the coils, the air is then exhausted towards the outside.

The control room is the "brains" of the building. The air conditioning systems are controlled by a Minneapolis-Honeywell Grad-U-Trol system. This type of system varies the 15-lb. air supply to accomplish the control results. The room thermostats operate heating and cooling valves in sequence to maintain the desired temperature. In the four large greenhouses a humidity controller resets a dewpoint submaster thermostat in the air washer to maintain the proper humidity.

The operator in the control room can, by noting gauges on the large bakelite panelboard, know the positions of all the valves and dampers throughout the system. He can also adjust the amount of fresh air being supplied to the rooms through a pneumatic proportioning switch which controls the air pressure to the fresh air damper motors.

Peter Toohey, Kelvinator Sales Representative, Dies

BELMONT, Mass. - Peter B. Toohey, 51, Kelvinator ice cream cabinet sales representative for New England and metropolitan New York City, died suddenly here early this month.

Born Aug. 17, 1898, in Providence, R. I., Toohey joined Kelvinator's ice cream cabinet division as New England district representative in 1934. The New York metropolitan area was added to his territory in 1944.

Toohey lived at 30 Homer Rd., here. Surviving is his wife, Mrs. Jean D. Toohey.

Biscuit Firm's Installation Holds Steady 85% R. H.

DENVER-Installation of an airwasher air conditioning system to which mechanical refrigeration can be added when needed, has provided for uniformly high quality production at Merchant's Biscuit Co., cracker baker, here.

The installation, which maintains an even relative humidity of 85% in the dough room, has done away with such problems as "bubbled" crackers, unreliable consistencies, and a lack of eye-appeal, according to the Merchant Biscuit organization.

The installation was made by Mitchell-Trautman, Inc., Denver Carrier air conditioning dealer.

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Build Business with



Unit Air Conditioners

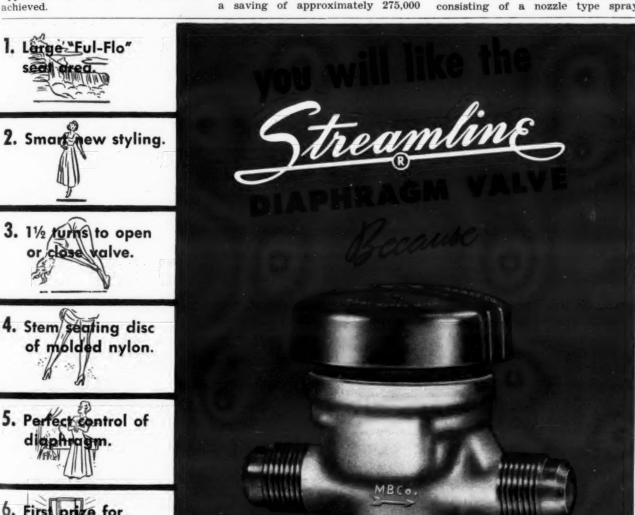
People like the refreshing coolness and freedom from humidity these Units bring to your restaurant, office or shop.

Frick Air Conditioners have the features you want: large cooling capacity, quiet operation, excellent economy, sealed refrigerating unit, variable-speed fan, self-cleaning filter, adjustable air outlets, and beautiful glazed blue-grey

Frick Unit Conditioners installed in the 'Thirties are still good for years of service. Get full details: ask for Bulletin







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5. Perfect control of

diaphragm.

 Over-all height approximately 3 inches.

Ports-In-Line style.

Permanently protected in individual, strong, metal edge cartons.

ELLER BRASS CO. PORT HURON, MICHIGAN

This sturdy, compact packless line valve has "built-in" long life. The large metal diaphragms have been pressure-tested through over 100,000 complete cycles without a failure.

Designed with Refrigeration service in mind, the oversize seat area practically eliminates pressure drop.

The molded nylon stem disc, tough yet resilient, affords positive shut off with extremely light closing pressure.

A neoprene cushion Back-seal prevents stem seizure and gives double "no-leak" protection with the valve in full open position.

Flared end connections are of sufficient height to allow ample wrench clearance when mounting.

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LUBRICATOR COMPANY DETROIT HEATING AND REFRIGERATION CONTROLS • ENGINE SAFETY CONTROLS • 5900 TRUMBULL AVE. DETROIT 8, MICHIGAN FLOAT VALVES AND OIL BURNER EQUIP-Division of AMERICAN RADIATOR & MENT • DETROIT EXPANSION VALVES AND Standard Sanitary consonat REFRIGERATION ACCESSORIES • STATION-ARY AND LOCOMOTIVE LUBRICATORS CANADIAN REPRESENTATIVE: RAILWAY

Serving home and industry AMERICAN-STANDARD - AMERICAN BLOWER - CHURCH SEATS DETROIT LUBRICATOR . KEWANEE BOILER . ROSS HEATER . TONAWANDA IRON

INEERING SPECIALTIES, LTD. -



(Concluded from Page 1, Column 1) the price that had been paid by all Italians for Mussolini's achievements, and the inevitable end of the policies he was pursuing. But the history and the results of his "planned" corporate state are now laid bare for all theorists to examine. What the theorists will discover, after their examinations, won't help them one

"Planning," which tries to promise "security" by substituting detailed government regulation for private initiative and "confusion," inevitably results in bureaucracy and policing. And "secret police" are far worse than unplanned "confusion." There is then no middle ground. The "planners" must ultimately control every voter who resides within their own borders, or else their overall "plans" must be abandoned. That sort of dictated conformity leads to militant nationalism and race hatreds.

Some well-meaning critics of The American System profess to fear the 'powers" of the business managers and investors who enliven our competitive system. But are those 'powers"-which, incidentally, are subject to government regulation when they attain a certain speed and density-any less reprehensible if they are transferred to bureaucratic administrators? Is not the result of socialization a far greater concentration of power amongst undeserving individuals than has ever been dreamed of by private inheritors and appointed managers?

Let's Read the Record

Is there not a striking relationship between German militarism and the fact that German Socialists have been the preeminent leaders of Germany for the past 100 years? Is not the German goal of Lebensraum tied to the Teutonic concept of "security" for everyone? Is not the movement toward State direction of colleges, laboratories, medicine, insurance, newspapers and radiosand government ownership of railroads, steamships, and telegraph lines-part and parcel of this same nefarious trend toward socialization in the German style?

Slow up, please, ye bleed-for-thepoor reforming brethren. Let's all take a look-see at our present situation, and relate it properly to its position in history. Ready? Set? O.K. Here we go:

It was no accident that the 18th, 19th, and 20th centuries were the periods in which tremendous expansion occurred in production, in invention, and in employment. Those were the eras in which the philosophy of laissez faire, as a concept, was cherished and accepted by leading politico-economic philosophers who could prove their theorems to the satisfaction of their fellow men.

Enter the Creators

Mortal Man has always been inventive. That we know. Centuries ago the Chinese made paper, steel, and gunpowder, and the Egyptians and Phoenecians fashioned beautiful glass and dyestuffs. And the German, Gutenburg, invented movable type. But the mightiest progress of the human race came after the American people won for themselves a high degree of personal liberty and political freedom-such as the right to engage in any type of activity they might choose, and to capitalize upon any worthwhile opportunity.

In the United States, during the last century, the American people have made such gains as the world has never seen before. The continuing improvement in American living conditions; the over-all increase in our total employment and national income (along with consequent decreases in drudgery and increases in leisure); the ever-rising standard of America's personal dignity and individual development; and our gradual progress toward elimination of poverty-all these gains stem from the establishment and protection of a political system in which common citizens have had reasonable freedom to make their own decisions. This system not only should be protected and sponsored with all our might, but it should be evangelized.

Furthermore, if our nation's research organizations retain their independence, they achieve such mastery over the forces of Nature that, eventually nearly any American who doesn't presume to shirk his duties will be spared the fears of hunger, disease, and overwork.

This national independence and spirit of endeavor, given the opportunity for continued growth, help American citizens to build a world in which good health, enjoyment of the arts, happy leisure and freedom from bitterness and the ravages of war will be considered normal.

Dreams Are Like Cotton-Candy

Although we Americans have progressed far more than have any other peoples on the face of the earth, we aren't perfect. Here's one deepimperfection which worries staunch advocates of our Constitu-

American younger folk have been influenced by some of their teachers to regard success in business as being inimical to common well-being. By some teachers, "Business" (in itself) has even been pilloried as being immoral and unsocial.

And yet, whenever we analyze the criticisms and social substitutions of these misguided teachers and students, we usually find that their remedies for the ills of the Body Politic promise only an illusory "security"—a promise which falls easily on the ear, but which fails to meet the test of rational appraisal.

For that matter, too many wellintentioned "planners," who should know better, currently are guaranteeing an illusory sort of "security" in return for espousal by their dimwit cohorts of political panaceas. And these mountebanks are telling their loyal cousins that a gay, carefree life will fall, like a ripe plum, from the magic tree of legislative action if they'll only vote for the "right man."

But words smirked-out by politicians seldom make any man rich and happy. A choice presentation of the finest epigrams in the world never will enable any politician to guarantee "security"-along with personal liberty and freedom. Witness, in this respect, the tragic developments in Europe and Asia which presaged World War II. No bread was buttered by demagogues who talked about "security." The inevitable price of that promised "security" was bureaucratic ordering-around of the lives of human beings-along with the loss of political and economic freedom, starvation diets "guns instead of butter") and bloody warfare.

If the perfectionists who supplicate politicians to guarantee "security" will come down to earth long enough to realize that consumer demand must occur before useful employment can ensue, and that destructive fluctuations in employment cannot be dealt with by mere exhortation to "industry" to employ a definite number of people (irrespective of demand) then we shall better understand how and where to apply our efforts in strengthening our natural economy and in building a healthy social structure.

The above sentence is long and complicated, but it says a mouthful.



REFRIGERATION UNITS WANTED

Desire to purchase 1/8 to 1-HP Sealed or open type; standard brands; Complete condensing units; Also parts; Give full details.

N. Y. REFRIGERATION CO. 35 E. 4 Street, New York 3, N. Y.



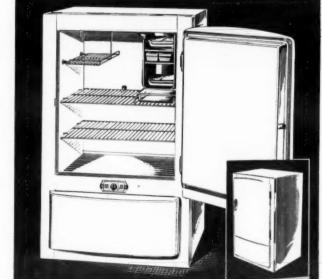
KRAMER TRENTON CO. Trenton 5, N. J.



 This is the demand for a highly efficient, small refrigerator that fits snugly into tight corners, that may be installed in a non-ventilated opening in cabinet work, that is compact.

The Marvel 400 is the answer. It has a capacity of 4 cubic feet, and hence does not compete with your present lines. The Marvel 400 has a Tecumseh hermetically sealed unit and carries the Underwriters' Label. It is fully guaranteed. The retail price is only \$149.95, which includes Federal Excise Tax.

Marvel Refrigerators have been built since 1937, for special uses. They are built in an ultra-modern factory and are backed by a sound, aggressive organization. For the hundreds of places where small, compact, handsomely finished refrigerators are needed-including apartment house replacements-Marvel offers you a unit that adds extra profits in your refrigerator department.



AN IDEAL SECOND REFRIGERATOR

PERFECT FOR RECREATION ROOM, DOCTORS' AND DENTISTS' OFFICES, COTTAGE, SMALL APARTMENTS, HOME BAR, RESORT, EXECUTIVE'S OFFICE, STORES AND SHOPS

Write for Dealer Literature

MARVEL INDUSTRIES, INC. STURGIS, MICHIGAN

Fountain Is the Backbone

Refrigerated Cases and Air Conditioning Held Vital Factor As Small-Town Drugstore Attains \$90,000 Sales Volume

PAPILLION, Neb. — A \$90,000 gross business was done last year in this town of 1,200 population by Paul's Drug Co., one of the two irugstores here. Business this year nas been running 23% ahead of last

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Proprietor Paul Gibilisco said that ir conditioning and the use of rerigerated vending and storage units hroughout the store have been inaluable in achieving this high olume of business. The business vas started from scratch in 1946 vhen Gibilisco moved from South Omaha.

Backbone of the business has been he fountain, which has just about every convenience in mechanical rerigeration to be found in a modern large city drugstore. Another money maker has been the animal health department which accounted for approximately one third of his volume

The latter department is served by a General Electric refrigerator, located in the back room, for storage of serums, penicillin, and other biologicals.

GLASS-FACED DISPLAY CASE

Within the year, Gibilisco plans to install a glass-faced refrigerated display case in the animal health department. This will be of the semiself-service type, he explained, and will serve both as a display fixture and a refrigerator for storage.

Incidentally, a second General Electric refrigerator is in use in the prescription department for storage of human biologicals.

Business just about doubled two years ago when he remodeled and put in a 71/2-ton Servel air conditioning unit which has ductwork to serve the L-shaped selling space.

Four of the vents discharge conditioned air over the fountain department where an average of 400 persons per day, mostly rural patrons, now is being served.

In addition to a U-shaped fountain, there are tables and booths where farmers and their families can enjoy luncheons or afternoon and evening dishes of ice cream and cold drinks.

responsible for the popularity of the fountain department, the druggist declared, while installation of a new gas heating unit has cut the fuel bill and made the store more comfortable during the winter months.

Gibilisco has learned in dealing with farmers that they like to patronize attractive, comfortable surroundings just as much as their city cousins. As a result of this knowledge, he makes it a point to make some improvement each year.

OTHER REFRIGERATED ITEMS

He started four years ago with a store 22 by 40 ft., and two years ago he expanded to 44 by 65 ft. He has purchased the land back of his store for further expansion whenever it is deemed advisable.

In addition to acoustic-type ceiling, full-view front, fluorescent lighting, asphalt tile floor, new self-service display cases and similar improvements during the past four years, the Papillion druggist has added an impressive array of refrigerated equipment, aside from air conditioning and the two refrigerators for biologicals.

In the back room there is a 100gal. Polar Freez low temperature cabinet for the reserve supply of ice cream. A 40-gal. Kelvinator also is used for reserve ice cream and frozen foods for the fountain department. A commercial-size G-E handles perishable foods for the fountain kitchen.

At the new stainless steel fountain, there are two refrigerated dispensing units, a soft drink cooler, and a 40-gal. cabinet for ice cream.

Most recently installed was a new 40-gal. reach-in Frigidaire vending case for take-out ice cream. Located near the front of the store and backed up against the magazine rack, it has proved immensely popular with the farm trade, Gibilisco stated.

It sold an average of \$150 worth of ice cream per week (figured at wholesale price) during the winter months. Since the weather started warming up sales have just about doubled. Sales at the adjoining magazine stand have also increased.

A supply of special insulated sacks

for the convenience of patrons. Sacking of the ice cream by the customer saves time for store clerks, while the special sacks serve to protect the ice cream while farmers are driving home.

Gibilisco stated that the ice cream vending fixture has proved to be so popular that he now uses the wall space about it for posting notices of community events such as dances, Farm Bureau meetings, etc.

Including both the fountain and the new vending case, Paul's Drug sold approximately \$10,800 worth of ice cream, priced wholesale, during the past year.

One of the services which has grown out of air conditioning, as related by Gibilisco, is use of the store as a monthly meeting place for a county farm boosters' group. Fixtures in the spacious animal health department are constructed so that they can be moved easily.

When time for the evening meeting rolls around, the fixtures are shunted out of the way, folding chairs furnished, and the farmers conduct their meeting surrounded by animal health products.

Since there is much dairying as well as cattle feeding in the county, the druggist has found it highly advantageous to carry large stocks of mastitis remedies, penicillin, sulpha drugs, serums, and similar biologicals used in treatment of cattle.

New G-E Catalog Covers New Ice Cube Machine Packaged Air Coolers

BLOOMFIELD, N. J.-A new 12page, two-color catalog (PM 79-0100) covering a complete line of packaged air conditioners has been issued by the Air Conditioning Department of General Electric Co.

The catalog covers units in 2, 3, 5, 71/2, and 10-hp. capacities. It includes descriptions and illustrations of all the conditioners and a cutaway drawing showing how a packaged unit operates.

Complete data on each model, including ASRE standard ratings, rating conditions, and dimensions are given, as well as typical floor plan sketches for installations inside or outside the air conditioned space, with or without ductwork.

Sunroc Announces Receipt Of 2 Water Cooler Orders

GLEN RIDDLE, Pa.-Sunroc Co. here has announced receipt of two large orders for water coolers.

One order was from the Philadelphia Transportation Co. and the other from the New York Life Insurance Co. The exact number of units entailed in these orders was not released.

Deepfreeze Dealer In Dallas

Profitable to Sell!

DALLAS - Deepfreeze appliances will be featured by the new kitchen and appliance department of Consumers Supply & Plumbing Co., 3207

In Restaurant Amortizes Itself In 11 Months

COLORADO SPRINGS, Colo.-Installation of a York ice cube machine, which provides the restaurant with all necessary ice for both cocktail bar and food service, at the Village Inn Restaurant here, has worked out so well that the unit amortized itself in 11 months, according to the management.

The York ice cuber, is located in a small anteroom midway between the cocktail lounge, main dining room, and a "snack bar" at the resort city restaurant.

Sufficient cube capacity to meet crowded rush conditions, evening and noon food service hours, is provided by operating the cuber at maximum capacity through the day, and storing excess cubes in a walk-in cooler.

The swift payout of the machine was accomplished on the basis of relatively high ice prices here, and the fact that its operational output can be cut back to compensate for peaks and valleys in traffic.

These peaks and valleys are particularly sharp inasmuch as the Colorado Springs area plays host to more than 140,000 tourists each summer, population dropping off to a small percentage of that amount in the winter months.

Midtown Sales Opens Branch

BUFFALO - Midtown Sales, 378 Genesee St., appliance dealer, has opened a new branch store at 2123



Model PM-0 (1/8 H. P. Static Condenser) for household refrigerators, etc. . . . another popular PARmetic sealed unit that can be serviced in the field

PARmetic Model PM-O and Motor ther self unloading systems. They feature: Removable dome; extreme quiet; high efficiency; large capacity; details on PARmetic Model PM-O.

cooler running; no pumping noise Compressor MC-5 were designed and many other outstanding PAR only for use with restrictor tube or features. Get in on the new or replacement household market now! See your wholesaler for complete

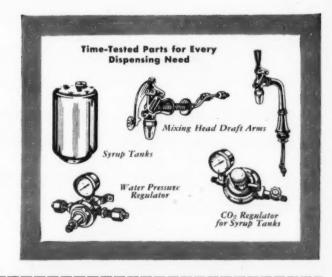
BY COMPARISON - YOU'LL BUY PARmetic





Delivers over 50 gallons of taste-tingling soda water per hour

A service man's dream—that's the new Bastian-Blessing EXCELALL Carbonator! Weighs only 55 lbs. Compact shape permits installation in practically any location. Requires only 100 lbs. pressure of CO2 gas. One single contact micro-switch controls motor. All parts coming in contact with carbonated water are made of solid stainless steel. Water pump is directconnected, positive displacement, rotary type which eliminates belts, gears and pulley. EXCELALL reflects Bastian-Blessing's "know-how" of over 40 years' experience in manufacture of highest quality soda dispensing equipment. Service and parts assured far into the unlimited future; expert engineering assistance yours for the asking. Mail coupon for full details.



4245 West Peterson Avenue, Chicago 30, Illinois

Gentlemen: Please send your folder C-219 on the new EXCELALL Carbonator and your folder D-19 on Beverage Dispensing System

Name	000000000000000000000000000000000000000
Address	***************************************
City	State

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To Keep Women Beautiful, Sell More Appliances!

S OCIOLOGISTS tell us that America's divorce rate is climbing at an alarming speed. Before we know it, they say, one marriage out of two will end in failure. They attribute that frightening trend both to America's ever-rising standard of living, and to the world's new awareness of women as valuable workers. Both factors, they insist, have made women independent to an unprecedented degree.

Not so long ago women had little choice. They either put up with cantankerous husbands and exasperating children—meanwhile drudging and demeaning themselves at least 16 hours a day, seven days a week—or they were scorned and ostracized. As "old maids," they could either teach school or be librarians, for a pittance, and that was about all.

During the present age of labor-shortage phenomena, however, women have ascended to their rightful plane. Scientists have long known that women are as smart, capable, and adjustable as men. And the worldwide scarcity of "domestic help" has proved this point. Now we men are faced with the fact that we must compete with women for our jobs. No longer can we treat them as if they were inferior animals.

Few males are prepared to readjust their lives to this astounding observation. Most of us still cherish the dream of "the little woman, waiting and sighing, working her fingers to the bone, ready to do for me till she die." The thought that women shouldn't have to be drudges and drones in a kitchen is darned near revolutionary.

Yet, it has happened. Women not only refuse to be librarians and schoolteachers—they don't even want to be housekeepers any more! If the present trend continues, the household servant may one day become a legendary character. Most housewives, who are unable to employ domestic "help" at the high prevailing wage levels, now find it necessary to do their own homework.

In 1900, as many as one out of every 11 American families hired a domestic servant; by 1940 there was only one servant for every 17 families, and by 1944 the ratio had dwindled to one for every 20 families. If the current rate of disappearance continues, only one out of 70 families will be able to hire domestic help during the next decade.

When the market for available domestic help became barren during World War II, wages for household work shot up to triple those of prewar times. This condition persists today. As an American institution, the "maid" no longer exists.

"What has become of the many females formerly employed as domestics?" one wonders. You don't have to look far for a reply. Former "domestics" have turned to more rewarding categories of employment. They are working in factories and offices at high wages. Another important factor in the decline of domestic help is the fact that immigrants now find it difficult to enter the country. In 1900, foreign born women comprised 23% of all female servants. Today the percentage is far smaller.

What's the answer? Why, it's right down our alley! Home appliances can help out the servantless housewife. In the face of rising costs for domestic help, housewives are finding that an investment in refrigerators, home freezers, automatic washing machines, ironers, electric dishwashers, and other labor-saving devices is not only more economical than employing servants, but it is also an investment in "holding their man."

No longer able to look forward to having a "maid," the housewife must have labor-saving home appliances if she is to preserve her beauty, her charm, her good humor—and thus hold her husband!

Result of Hope TV Show Prompts Memorial Day Program by Frigidaire

DAYTON—With its first television renture of Easter Sunday acclaimed a spectacular success, Frigidaire will return Bob Hope to the nation's TV screens as the star of another colorul, 90-minute TV show—this time special Memorial Day telecast—

special Memorial Day telecast ver the National Broadcasting Co. etwork May 27. Another brilliant array of top-

right talent, including some of the premost stage, screen, radio, and TV artists of the country, will appear with Hope during the special Memorial Day program.

Because of the tremendous reception she received on the Easter show, Beatrice Lillie will be back again. Frank Sinatra, one of the coun-

try's best-known singers and movie actors, is also scheduled to appear on the television show, according to a Frigidaire announcement.

The special Memorial Day show will be telecast over 28 basic NBC television stations between 9 p.m. and 10:30 p.m. (EDT) May 27. One week later, June 3, the entire one and one-half hour program will be re-broadcast to 28 more TV stations affiliated with NBC, but without network cable facilities.

Individual television stations will announce the time of the re-broadcast later.

Announcement of Frigidaire's second special TV show closely followed reports indicating that its Easter Sunday "Star Spangled Revue" commanded one of the largest television audiences in history of this type of broadcast.

Current estimates reveal that between 15 and 20 million persons witnessed the widely acclaimed television event.



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Philco 903



This model 903 Philco refrigerator just introduced, includes a full-width freezer locker, and three "Easy-Out" ice cube trays. Another feature is the "Quick Chiller" tray, just below the freezer locker. Price of the 9.2-cu. ft. model is \$249.50.

Sales Rise Expected In Milk Coolers as Result of Omaha Law

OMAHA, Neb.—Quickened selling of mechanical milk coolers and similar dairy equipment is anticipated in the Omaha area as the result of a city ordinance recently introduced by the city council to make Omaha an exclusive Grade A fluid milk market next Jan. 1.

Request for the ordinance was made by Omaha dairies and milk producers, following an agreement worked out between the dairies and the Nebraska-Iowa Non-Stock Cooperative Milk Producers Association.

The producer-handler agreement calls for at least a 35-cent-a-hundred-pounds premium payment for Grade A milk until Jan. 1, 1952.

Grade A now costs the consumer one cent more a quart than standard, but Dr. Edwin D. Lyman, director of the City-County Health Department, stated that in the long run the Grade A cost to the consumer would be no more than that of standard.

The reason, he said, would be because of increased efficiency under better sanitation, the ultimate ending of the premium and less expense in handling one rather than two grades of milk.

The Grade A program was started in Omaha in 1948 when Dr. L. L. Fatherree was City-County Health Director. He also started the Grade A program in Lincoln which is the one area in Nebraska that now has Grade A exclusively.

Dr. Lyman credited cooperation of the producers, dairies, truckers, and health department for success of the Grade A program in Omaha. About half the production in the Omaha milkshed now is Grade A.

Air Cooled Telephone Facilities Reduce Serious Labor Turnover

DENVER—Installation of no less than 25 units of air conditioning, through sub-stations, central switchboards, power plants, and other operating facilities of Mountain Telephone & Telegraph Co. here, has sharply cut personnel turnover, according to Mitchell-Trautman, Inc., Denver Carrier dealership, which carried out the large-scale installation contract.

Despite the fact that Colorado is usually considered as "the ideally cool climate" for summer working conditions, heat buildup in the confined spaces normally associated with telephone operation has been sufficient to cause a serious personnel turnover problem, according to the Mountain States concern.

Through air conditioning of switchboard centers, and all smaller buildings in which employes are concentrated, not only is absenteeism, the resignation rate, and other factors cut down, but efficiency has been sharply increased, according to the company.

All of the installations consist of package units ranging through three tons to 10 tons.

Each unit is a completely engineered air conditioning system, however, with ductwork, damper systems which control the amount of recirculated as well as fresh outside air.

All are gauged to meet peculiarities of local heat load and climatic conditions.

B. C. Davison Appointed Victor Service Manager In Expansion Move

HAGERSTOWN, Md.—B. C. Davison has been appointed manager of service for Victor Products Corp.,

according to an announcement of J. K. Noel, Jr., vice president in charge of sales.

The appointment is another step in Victor's expansion of the scope of its service organization.

B. C. Davison has served as chief refrigeration engineer, and later as

district sales manager of New England territory for Victor. He has had long experience in refrigeration work and has held executive positions in engineering, sales, and service with competitive companies.

Floyd Named To Head Manufacturing for Smith

MILWAUKEE—J. M. Floyd, vice president in charge of manufacturing for A. O. Smith Corp., has been named executive vice president by the board of directors, it was announced by W. C. Heath, president.

Floyd in his new position will take over general operating supervision of the company under the general direction of the president.

Leo S. Bosarge Dies; Was Founder, President Of Supplies Company

ATLANTA — Leo S. Bosarge, founder and president of Leo S. Bosarge Co., wholesale refrigeration supplies, 315 Spring St., here, was stricken with a heart attack and died on April 21 at Andaulsia, Ala. At the time Bosarge and his wifewere enroute from Atlanta to Mobile.

Bosarge was 52 years old and was a native of Mobile, Ala. He was formerly connected with the H. T. Steffee Co., cork contractors, New Orleans, La.

In the late 1920's, Bosarge moved to Atlanta, and became established as a manufacturers' representative. At that time he represented Jamison Cold Storage Door Co., Market Forge Co., Philadelphia Tramrail Co., and Victor Products Corp.

Leo S. Bosarge Co. is a wholesale refrigeration supply organization and was opened in Atlanta in 1935. At the time of his death, Bosarge was active head of the refrigeration supply company in addition to representing Jamison Cold Storage Door Co., Market Forge Co., and Philadelphia Tramrail Co.

The Leo S. Bosarge Co. will continue to operate as in the past, and will continue to represent the same principals as formerly. The operation of the company will be under the direction of John W. Parker, vice president and general manager. Parker has been with the Leo S. Bosarge Co. since the company organized.



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2450 NORTH THIRTY-SECOND STREET * MILWAUKEE 10, WISCONSIN Export Department, 13 E. 40th St., New York 16, N. Y.

Use Model 204C for Room Coolers, Refrigerators, Freezers, Beverage Coolers, and similar units.

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DEPENDABLE Refrigeration Valves

STOCKED AND SOLD BY GOOD REFRIGERATION WHOLESALERS EVERYWHERE... RECOMMENDED AND INSTALLED BY LEADING REFRIGERATION SERVICE ENGINEERS



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BLOWER COILS
COMPLETE WITH MOTOR AND FAN

3500 BTU at 15° T.D. For use in 6' x 6' x 6' or 6' x 7' x 6' Walk-in box

TRACO Industrial Corp.
455 West 19 St., New York 11, N.Y.

URRY! SEND YOUR ORDER!

BUY ONE

\$27.50

Y TWO or MORE

\$25 each

What's New



Palmer Mfg. Introduces 'Sno-Breze' Window Fan

PHOENIX, Ariz.-A window fan air cooler that can filter, humidify, and circulate air through a room of 2,600 cu. ft. capacity has been introduced by the Palmer Mfg. Co.

Called the Sno-Breze deluxe "pourin" air cooler, the unit has a patented cast bronze water pressure regulator that gives an even water flow to all pad areas. Water is spread over the pads by a "rain-drop" diffusion system, the manufacturer said.

The unit weighs 46 lbs. and is 231/2 in, high, 24 in, wide, and 15 in, deep. Equipped with weather tight flange suspension hangers and expandable window fill-ins, the air cooler is easily installed-temporarily or permanently-in practically any type window opening, the manufacturer de-

The unit features a separate cooling switch and a 3-speed ventilating

switch for control of both cooling and ventilating alone.

A heavy duty, rubber mounted motor drives a deep pitch, 4-blade fan which expels the cooled, filtered air through an adjustable 2-way grille. The die-drawn cabinet is finished in baked bronze enamel hammertone.

The air cooler does not require water or drain connections. An inexpensive automatic water filling assembly is available, if desired.

Kerotest Makes Dehydrator For Smaller Compressors

PITTSBURGH-Dri-Zit, a new dehydrator for compressors from 1/4 to 2 hp., has been placed on the market by Kerotest Mfg. Co.

Using silica-gel as a drying agent, this new dehydrator is available in six sizes, one of which will fit any installation in this size range.

Made with a hydrostatically brazed all steel body, Dri-Zit is tested to 2,000 p.s.i., and is guaranteed not to leak or burst on any refrigeration

All models are approximately 6 in.



long and are connected to lines by means of flare nuts.

The inlet side is fitted with a 120 mesh screen and a diffusion plate which distributes the flow evenly. The outlet end is protected by a series of fine mesh screens.

Dri-Zit is supplied with the ends sealed by copper gaskets and flare nuts to insure unexposed silica-gel until ready for use. It is filled by vibration with PA 100 dustless silica-

HUMBERSHURASSIKANSHERREGRADE

MAJESTIC MODEL 320

Ideal for dispensing 100% fruit juice...stainless steel revolving paddle keeps beverage in constant mation...capacity over 5½ gallons... chrome-nickel rust-proof faucet... transparent Plexiglos bowl ... thermatatically controlled refrigeration.

MAJESTIC MODEL 420

penser designed to dispense bever-age ades...liquid gushes up from

center stainless steel spout ... Plexi-

glas bowl of over 5½ gallons capacity makes eye-catching, sales

shooting, ice cold display...top of highly polished stainless steel with

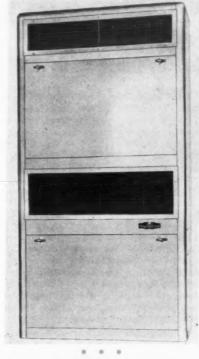
Fountainhead beverage dis-

..31 in. high, 17 in. wide

cally controlled refrigeration

PIPLE BEVERAGE SALES

... the MAJESTIC Way!



Yates Conditioner Line Rounded Out by New Unit

BELOIT, Wis.-With the introduction of the new "Lipman" L-310 residence cooler the General Refrigeration division of the Yates-American Machine Co. here, announces that it is now able to offer a complete line of air conditioners.

Besides this residence cooler, the line now includes the L-300, 3-ton unit; GR-520, 5-ton unit; L-750, 71/2ton unit; 10-4000, 10-ton unit; and the 15-5500, 15-ton unit.

The manufacturer points out that all the air conditioners in this line are equipped with heavy duty Lipman condensing units, have large primary evaporative surfaces, conserve water, and are furnished with all parts necessary for installation.



Bean Pot Separates from Heating Unit for Washing

WEST BEND, Wis .-- A new electric bean pot that needs no watching is now being manufactured by the West Bend Aluminum Co. here.

The pot is brown glazed ceramic and separate from the heating unit. It has a 2-qt. capacity and measures 8 in. high and 7% in. in diameter. For washing it can be completely im-

The heating element is a 95-watt Heat-Rite base that measures 615/16 in, in diameter and 1% in, high. It is made of chromium plated steel on top and nickel plated steel on the bottom. Its legs are of molded

The polished metal cover has a brown plastic knob to match the

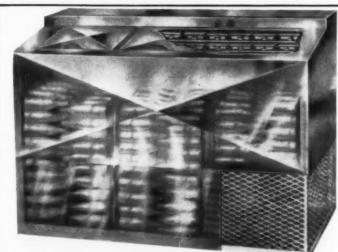
Retail price of the complete unit chased separately for \$3.95.



mersed in water.

side handles on the bean pot.

is \$6.50. The hot plate can be pur-



DISTRIBUTORS! CHOICE TERRITORIES

MAJESTIC Enterprises INC.

9018 OLYMPIC BLVD., BEVERLY HILLS, CALIF., U. S. A.

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Flocold Stainless DRINKMASTER

300 ICE CUBES-384 COLD (12 OZ.) BOTTLES. All within easy reach thru three slide back doors.

> POWERED BY SERVEL SUPERMETIC WITH FIVE YEAR WARRANTY.

DEALER'S NET \$337.25 FOB FACTORY. 4 ft. lg. 27" w. 38" High. Shipping wt. 400 lbs.

"A CASE OF COOL JUDGMENT"

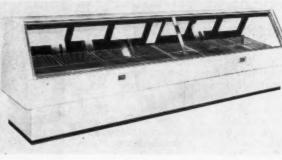
Mfd. by UNITED FRIGUATOR ENGRS.

Koch Models Permit Combining of Case Sections

NORTH KANSAS CITY, Mo. - Koch Refrigerators announced that its new continuous top display case, Series 3100, incorporating new design features, will be ready for shipment to dealers distributors early in June.

Series 3100 cases are made with separate end and center joint units

so that any number of cases can be joined together, end-to-end, and the end units secured to make one continuous case of any length with continuous lighting and refrigeration. The case will be available in standard lengths of 7 ft. and 10 ft. models



Characteristic Koch features which have been incorporated in Series 3100 cases are: all welded steel construction, full porcelain exterior, triple plate-glass front, stainless steel floor, Miraflex twin coils, and K-Beam fluorescent lighting. Display shelves are adjustable to three posi-

Schaefer Shows New Styles In Ice Cream Cabinets



MINNEAPOLIS - Introduction of three "extra capacity" double row, self-contained ice cream cabinets and modernized version of its "Ten Galloneer" two-hole cabinet, was an-

nounced recently by Schaefer, Inc. The double row cabinets have 6, 8, and 12 holes respectively and are known as the models 6-EC, 8-EC, and 12-EC. All of the units were designed by Brooks Stevens, who is nationally known as an industrial

designer.

The 6-EC has 40 gals. dipping capacity when 9-in. cans are used and 45 gal. dipping capacity with 81/2-in.

Dipping capacity of the 8-EC is 55 gals. with 9-in. cans and 65 gals. with $8\frac{1}{2}$ -in. cans. The model 12-EC has an 80-gal. capacity.

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All models have double-baked Dulux finish and stainless steel trim. Insulation is Fiberglas. Condensing unit may be pulled out for inspection and cleaning. Wire shelves and dividers are available at slight extra cost.

"Ten Galloneer" was introduced two years ago and is still popular, according to Schaefer. Equipped with a removable shelf, it will hold 10 gals. of bulk ice cream or 124 pint packages. This cabinet measures 301/2 in.

long and is 23 in. wide. It has a hermetically sealed condensing unit using This year it is spruced up with a

double baked Dulux finish and stainless steel top. At slight extra cost the cabinet

may be equipped with casters or with a superstructure containing a threedimension picture.

A new catalog describing all 13 of the 1950 Schaefer cabinets is available from the manufacturer, Schaefer, Inc., 801 Washington Ave., N., Minneapolis.

FOR INSTITUTIONS HOTELS RESTAURANTS



THE FIRST AND ONLY STANDARD MODEL PASS-THRU REFRIGERATOR

No longer need you pay custom prices for pass-through refrigerated cabinets!

Puffer-Hubbard, pioneer in the commercial refrigeration field. takes great pleasure in announcing another FIRST . . . the standard model P-H Pass-Thru Cabinet . . . in 42, 65 and 90 Cu. Ft. sizes — at mass production prices!

The new P-H Pass-Thrus incorporate all of the outstanding features of the famous P-H Reach-in Cabinets including the patented "Grad-U-Matic" Cooling System . . . Most parts are interchangeable for fast, low cost servicing. Available in All-Porcelain or Stainless Steel finish. Why not modernize your set-up with these new labor-saving refrigerated cabinets?

REACH-IN CABINETS DAIRY-DELICATESSEN CASES DISPLAY CASES

IT'S A HOT NUMBER! FOR FULL DETAILS WRITE TODAY

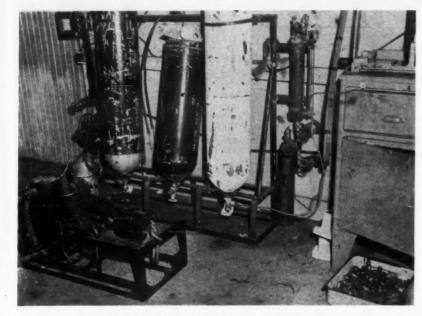
DRY BEVERAGE COOLERS SLO-DOUGH CABINETS FLORIST CABINETS

SEE OUR DISPLAY IN BOOTHS 832 & 833 AT THE NATIONAL RESTAURANT SHOW, MAY 23-26



PUFFER-HUBBARD MFG. CO. GRAND HAVEN, MICHIGAN

Rack Simplifies Compressor Recharging Jobs



Note how neck of each refrigerant cylinder rests in welded ring at bottom of rack and how steel straps and buckles hold upper end firmly in place.

Short of Dollars, Bolivia Bans Appliances, Radios

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LA PAZ, Bolivia—Importation of electrical appliances, radio sets, and other so-called luxury and non-essential goods has been banned by the Bolivian Government.

The action was one of several taken recently because of a dollar shortage. Another measure fixed the boliviano rate at 60 to the dollar for all types of transactions. An earlier decree had established three exchange rates.

SEND THIS ISSUE TO YOUR FRIENDS IN THE INDUSTRY

.... Without Charge.
a NEWS service

AIR CONDITIONING & REFRIGERATION NEWS

450 W. Fort St. Detroit 26, Mich.

Please send a free sample copy of this News issue to the following persons with my compliments.

10: ,
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KIND OF BUSINESS:
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CITY: STATE:
KIND OF BUSINESS:
10:
COMPANY:
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CITY: STATE:
KIND OF BUSINESS:
ME-TER:

Refrigerant Cylinders Are Held In Place by Rack Made from Scrap Pipe

DENVER—A few lengths of scrap pipe and a bit of ingenuity on the part of the refrigeration repair mechanics of the firm have solved compressor recharging problems efficiently for Snodgrass & Smith, Frigidaire distributor here.

The fixture accommodates three types of gas cylinders for various refrigerants, which are mounted upside down in a 5-ft. space along the wall of the refrigerator rebuilding shop. The neck of each rests in a 4-in. ring welded into the double rail support at the bottom, which in turn is elevated on strap iron supports 12 in. above the floor.

The cylinders are held in place at the top by means of steel straps and buckles which hold each firmly. A framework of 1½-in. iron pipe extends up from the floor unit, braced with an angled support, so that if necessary, the entire unit could be moved from one point on the floor to another.

A surge tank and pressure adjusting tanks are provided on either side for adjusting the flow of "Freon" or other refrigerants into compressors, and preventing expensive gas leaks.

At the right of the charging unit is a metal work bench with pressure gauges, immersion test for controls and solenoids, etc., which makes it possible to handle all compressor charging and cycling operations conveniently without moving the compressor unit from its floor position which is in front of the charging tanks.

Mission Appliance Corp. Sales Reach New High

LOS ANGELES—Net sales of Mission Appliance Corp. for the nine months ended March 31 and for the three months ended on the same date were the highest in the company's history, it was announced by Albert H. Sutton, president of the company.

Nine months' net sales totaled \$5,460,854, compared with \$4,459,444 in the like 1949 period. For the 1950 quarter, sales amounted to \$2,054,209.

Consolidated net income of the company for the nine-month period was \$304,780, equal to \$1.26 a share, against \$166,361, or 68 cents a share, for the corresponding period a year

For the three months period ended March 31, the company reported a net income of \$144,657, or about 60 cents a share.

DEALERS - DISTRIBUTORS WANTED!

5-22-50

if you are prepared to handle sales, installation and service for our stainless steel soft drink Dispensers for Bars and Taverns, advise business experience and some facts relative to your financial ability.

BARS AND TAVERNS

Exceptionally profitable to handle.—Write to

MULTIPLEX FAUCET CO. 4325 DUNCAN, Dept. ARN-14, ST. LOUIS, MO.

Faster Heat Transfer Is Result of New Bonding of Stainless Steel, Copper

CARNEGIE, Pa. — Cold drawn seamless tubing of Rosslyn metal copper core with stainless steel surfaces, has been successfully produced by American Cladmetals Co., it was made known recently by Joseph Kinney, Jr., president.

Because of the copper in Rosslyn, swift heat and cold transfer is possible while the stainless steel surfaces, to which the copper is bonded permanently, provide hardness, resistance to corrosion, and ease of cleaning, the company claims. Since most heat exchangers are tubular in construction, this new accomplishment will mean fuel economies because of the fast heat transfer rate of Rosslyn metal, the company states.

The first seamless tubing made of Rosslyn consisted of a section 1½ in. o.d. (outside diameter) by .50 wall. Successful drawings in other sizes have since been made. The size range is expected to be from ¾-in. to 1½-in. o.d. and from .020 to .078 in wall thickness.

Seamless tubing is generally made from a pierced billet. Rosslyn metal seamless tubing is made by first drawing a tube hollow or tube billet from a flat sheet. Successive draws and anneals were employed until a tube hollow 2% in. o.d. by 18 in. long and approximately % in. thick was produced. This tube hollow was then redrawn by conventional methods to thin wall seamless tub-

Canadian RSES Past Presidents Get Awards



During the 11th annual educational conference of the Interprovincial RSES association in Toronto recently, the society presented suitably engraved gavels to the several past presidents of the Canadian group including G. O. Roe, W. H. Sneath, H. S. Parish, W. J. A. Marshall, E. G. McCracken, I. J. Boucher, and A. J. Pike, the latter being represented by A. Gendron.

ing. Sizes available are from % in. to $1\frac{1}{2}$ in. o.d. with a wall thickness from .078 to as light as .020. The maximum weight for a piece of tubing at the present time is about 5 lbs.

Devoted exclusively to the production of cladmetals, the Carnegie firm owns the Kinney process by which dissimilar metals are bonded permanently together.

ACRMA Announces Election Of 3 to Board of Directors

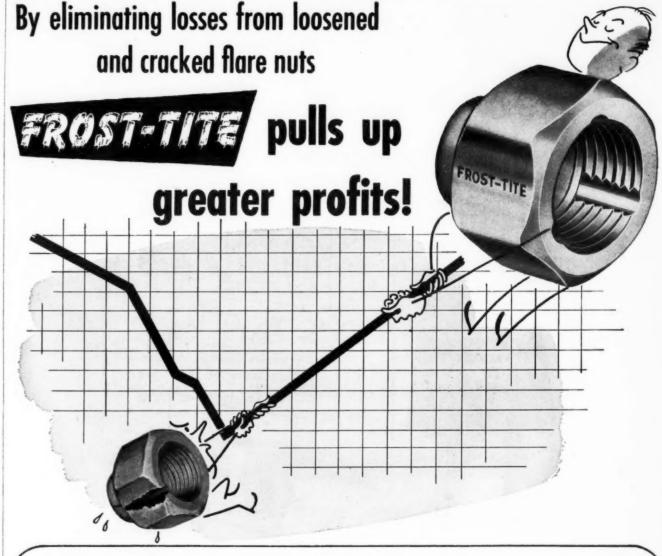
WASHINGTON, D. C.—The Air Conditioning and Refrigerating Machinery Association has announced the election of T. E. Smith, Westinghouse Electric Corp., Boston; F. W. Smith, Baker Refrigeration Corp., South Windham, Me.; and T. E. Hoye, Savage Arms Corp., Utica, N. Y., to its board of directors.

Just Published

ACP's Selection Chart Covers Phosphate Coating

AMBLER, Pa.—American Chemical Paint Co. here has recently published a phosphate coating chemical selection chart that it is making available to the trade.

For each product or process, the chart tells the metal surfaces treated, the type of coating, method of application, scale of production, typical products treated, chemical required, pre-cleaning methods, phosphating bath conditions, (pointage, temperature, time) acidulated rinse, object of coating, coating weight range, after treatment, ACP test set used, technical service-data sheet nos., and government specifications.





Note how in the left diagram, an old-style unrelieved flare nut can loosen up because water can completely fill the space between the nut and the fitting . . . then during the "ON" cycle, this water freezes and expands, causing the nut to loosen or crack.

Not so in Frost-Tite (right diagram) with forged frost-relief slots. Here relief is provided for the expanding ice . . . no force is created, and thus there can be no loosening, splitting, or cracking.

Frost-Tite Flare Nuts cost no more than ordinary unrelieved flare nuts—are a "must" for the lowside, can be used anywhere in the system.

Send for Literature and Prices

CARRIED IN STOCK BY LEADING WHOLESALERS EVERYWHERE

Other REMCO Products carried in stock include: "Cross-Flo"

Heavy-Duty Drier-Filters, Standard-Duty Driers, "E-Z-SEE"

Liquid Indicators.

West Coast warehouse stock at: 2103 So. San Pedro, Los Angeles, Calif. EXPORT DEPARTMENT: Melchior, Armstrong, Dessau—Ridgefield, N. J.



REFRIGERATION ENGINEER

Man with design and development experience on modern household systems for expanding engineering department of Chicago major electric appliance manufacturer.

Box 3489, Air Conditioning & Refrigeration News



MOTOR-BASE ADAPTERS

Motor adapters make possible perfect belt lineup. The use of longer or shorter belts. long or short rotor shafts. 100 per cent

1/8 to 1/3 hp.-101-D 1/2 to 1 hp.-102-C 1 to 3 hp.-103-C

SERVICEMEN SEE YOUR JOBBER'S **Motor Adapter Corporation** 4730 JOY ROAD **DETROIT 4, MICHIGAN**

APPLIANCE CAMPAIGN: Dealer Can Improve His Sales By Enlisting Help from Utility aids the sale of the other.

PITTSBURGH - How West Penn Power Co.'s policies and practices "provide a firm foundation for campaigns on practically any appliance at any time of the year" was explained in an issue of the utility's monthly publication Contact.

Most of the issue was devoted to separate articles covering campaigns on home freezers, electric ranges, electric water heaters, electric clothes driers, home lighting, selling appliances to schools, and selling the newhome builder market and homes wired for the first time.

Under the heading "So You Want a Campaign on Home Freezers?" the company noted that the following elements are desirable for a salesbuilding program on this item: good market and customer acceptance, sales training, display assistance, advertising assistance, and group demonstration service.

Each of these elements was then discussed. "It's big business," the utility said regarding the freezer market.

"During the past year, for example, where West Penn furnishes electric service, sales were in excess of \$750,000, and the outlook for 1950 is even better. That's a real indication of the public acceptance of freezers which has been built up in the past few years."

As for sales training, the utility pointed out that home-freezer knowhow is a big asset in chalking up

"One way to get it," the company said, "is to acquire a thorough knowledge of the literature available from manufacturers and distributors. Many manufacturers have helpful films on home freezing. Your dealer representative can assist you in organizing and conducting training meetings, using this material."

Dealers were urged to use the helps provided by manufacturers and distributors in the case of displays. too. They have many fine floor and window displays that "do much to develop prospects and make your selling job easier," it was noted. Here, again, the dealer representative will furnish assistance, the utility

Regarding advertising, the company declared that direct mail is one of the best ways for the dealer to tell his story to the freezer prospects in his trading area.

FREE DIRECT-MAIL LISTS

"You can use West Penn's free addressing service, and you're assured selective accurate lists," Contact readers were told. "You can choose the type of locations best suited to your type of business."

West Penn had these comments on group demonstration:

"Properly planned group demonstrations can build a steady volume of freezer sales. Combination range and freezer demonstrations have proved most successful.

"Here are two different appliances that lend themselves perfectly to simultaneous presentation. Instead of competing for the prospect's attention, each item complements and

West Penn System Shows How

"It's a simple matter to take something from the freezer and show how to cook it on the electric range: or to use the range to demonstrate how certain foods can be blanched easily in the deep-well cooker, or on the surface units of the range, before packaging them for the freezer.

"For these planned promotions you can have the services of our home economists and dealer representatives to conduct these effective demonstrations."

If a dealer were planning to put special emphasis on the electric range market, the utility observed, he would hope for favorable rates, an attractive installation policy, sales and service training, display facilities and assistance, advertising assistance, and home and group demonstration services.

The company then outlined what it has to offer with respect to each of

"Rates-West Penn's rate for electric cooking is very favorable. Based on studies among its more than 60,000 range users, the average cost is only \$1.65 a month. .

DATA ON COST OF COOKING

"When you're discussing rates with range prospect you'll find the Electric Cookery Cost Finder helpful. It enables you to make a personalized estimate of what it will cost him to cook electrically.

"Installation policy-Where necessary, in standard cases, the company will make the service entrance adequate at no charge.

"Of course a range circuit and outlet will be needed. The dealer can make his own arrangements for the circuit installation, or upon request, West Penn will install it for only \$15. In many homes in this area, however, it is possible to install an electric range simply by plugging it into a receptacle.

"Installations in multi-family dwellings, apartments, etc., are handled as special cases and should be referred to the local West Penn district manager. Everything possible is done to expedite such installations.

SALESMEN TRAINED BY DOING

"Sales training-The success of any campaign depends a great deal on the selling 'know-how' of the dealer and his organization. For that reason West Penn encourages sales training at frequent intervals.

"All you need to do is tell your dealer representative that you'd like a range-training class, where sales people can learn by doing, and he'll be glad to conduct it at your convenience.

"In the meantime, the new electric range manual will serve as an excellent 'textbook' for you and your

"In cases where you feel the need of assistance in closing a range sale -in your store or at the prospect's home-call on your dealer representative for help. . .

"Service training-Range-servicing presents dealer with countless opportunities to establish better customer relations. Your dealer representative knows your servicing requirements can help your with their problems. If you don't have a service department as yet he will be glad to help you organize

"Displays-Your dealer representative will assist you with your store and window displays. Throughout the year, also, you will have access to space in West Penn's district offices to display your line of electric ranges where they will be seen by hundreds of good prospects from time to time.

"For your own displays you'll have the miniature billboards advertising electric ranges. These are effective on counters, in windows, and during group demonstrations. . . .

TIE-INS WITH UTILITY ADS

"Advertising assistance-In 195 West Penn will use newspaper ad vertising extensively to promote electric cooking. This activity is designed so that your local range advertising can tie in with it.

"Direct mail serves as another powerful medium on ranges, and for this part of your campaign you have the company's free addressing service to draw upon.

"West Penn's 51 lighted billboards will feature 24-sheet posters on electric ranges, and electric service bills to more than 270,000 residential customers will carry a short message on electric cooking four times during the year.

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'The quarterly, Homemaking Today, sent to all residential customers will carry many articles and helpful recipes on electric cooking. It has a very high readership among homemakers.

"Home demonstrations-For that important range-sale follow-up . you can call upon the company for home demonstration service. Our home economists are expert and can give the customer every assistance and make sure she is one of your satisfied customers.

"Group demonstrations-These activities, of course, remain one of your prime sources of electric range sales. Here, again, you can call upon the services of a West Penn home economist and dealer representative to conduct cooking schools for your prospects.

'If you haven't the facilities to handle an audience, it's possible that the group can be accommodated at one of West Penn's convenientlylocated kitchens, nearby hall, or even in the home of one of your recent range purchasers. .

The utility said its 1950 program also contains all the important ele-(Concluded on next page)

TYPHOON

Most Complete Line of AIR CONDITIONERS in the most popular size range 1% TO 20 TONS

Evaporative Condensers 3 TO 20 TONS

Backed by more than 40 years of air cooling experience





She'll love the year-in, year-out dependability of its TECUMSEH Hermetic unit

Yes, she finds it easy to love the smart new refrigerator that has just entered her home. She loves it for its beauty, for its modern up-to-the-minute conveniences, its smooth, vibrationless

But the nice thing about it is that she'll love it more and more as the years go by. For, long after it has lost its "brand newness", she will be loving it for the faithful service it has given through the years-thanks to the precision-built Tecumseh Hermetic Unit with which it is equipped.

For Tecumseh Hermetic compressors are famous the world over for their long-lasting, trouble-free performance, their low

operating cost. Here are just a few of the many reasons for their superiority:

Large, oversize bearings; counterweighted crank-shafts; super-finished bearing parts (±.0001"); Chieftainized connecting rods and pistons; simple and positive motor controls; leakproof motor terminals.

Many models include both fan-cooled and static condenser type units. In various combinations of compressors, motors and condensers, they cover the entire range of applications from 1/9 h.p. to 3/4 h.p.

Write for complete information.





Itility's Flexible Promotion Campaign Nill Adapt Itself To Any Type Appliance

(Concluded from preceding page) nents to spark sales of electric ater heaters. For example, average est to West Penn customers for ally automatic electric water heati g service is \$2.88 a month.

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Then there is the "attractive" 1 cent kilowatt-hour rate for conolled service. Controlled service for water heating is furnished by the empany at hours when its facilities a e not heavily drawn upon for other ti es.

Too, the utility has available for d alers a cost-and-size chart so they c n "avoid the evils which arise from niscalculating cost of operation and s ze of tanks for your customers." The chart enables the user to estinate these two factors "quickly and accurately."

To aid installation of electric water heaters, the company will make the service entrance adequate at no in standard cases. If recharge quested, it will make the circuit installation for \$10.

In addition, dealers will get help on water heater display, advertising, and sales and service training similar to that offered in connection with electric ranges. One of the training helps available is a new electric heater manual which contains information on rates, installation practices, and the "plus" selling features.

Sales training, display, and advertising assistance, plus group demonstration service, is also provided for campaigns on electric clothes driers. Dealers in the West Penn territory

LOOK to LARKIN

Quality speaks a language every-body understands. Wholesalers,

body understands. Wholesalers, dealers, and users alike know that

the name Larkin means quality-

of workmanship, materials, and

Manufacturers of the original Cross-Fin Coll — Humi-Temp Units — Evaporative and Air Cooled Condensers — Air Conditioning Units and Colls — Direct Ex-pansion Water Coolers — Steel Vacuum Plate Colls — Heat Exchangers.

Plate Coils — Heat Exchangers.
WATCHDOG OF THE NATION'S FOOD SUPPLY

519 MEMORIAL DR., S.E. . ATLANTA, GA.

PASKIN GOLLE

performance.

Quality

LARKIN

WALL

UMI-TEMP

have a good potential market for this appliance and the installation costs are low, the utility stated.

"The electric clothes drier may be a relative newcomer to the appliance field," the company said, "but it is enjoying close attention from homemakers.

"Figures available indicate that where West Penn furnishes electric service, sales of electric clothes driers in 1949 were substantial. Its many customer benefits are not confined to particular seasons, therefore it is a year-round profit-builder.

WHO ARE DRIER PROSPECTS?

"There are more than 120,000 homes in this area in which the only additional wiring needed to serve a drier is a circuit. In this group are more than 58,000 range users and over 22,000 water heater users They're the kind of prospects most likely to buy the newer things and represent a sizable market for

How about a campaign to sell the new-home builder market and homes wired for the first time?

In this case, the utility said, the dealer will find a sizeable market and will be backed by pre-sale presentation on all electrical appliances and emphasis on adequate wiring.

Elaborating on the market, West Penn pointed out that it will be advised by various methods of every new home start among the total of 7,500 anticipated in 1950. The number of old homes wired for the first time during 1950 are listed on the company's service department reports.

sources," the "These stressed, "provide an accurate list of prospects for the company's yearround direct-mail program to promote electrical living. Thus, with an anticipated total of 7,500 new-home builders and 3,500 people who will be wiring their homes for the first time, you do have a sizeable and profitable market."

This is what West Penn is doing about pre-sale presentations and adequate wiring:

"Each new-home builder, and each individual whose home is being wired for the first time, receives a series of four mailings at weekly intervals, which stimulates the prospects' desire to own the appliances you sell.

"Some new homes in 1950 will serve as demonstration homes to interest the public in electrical living. Your appliances in a demonstration home can uncover many excellent prospects.

"Every item in your line of appliances is well represented in the series of mailings.

"For example, one mailing consists of an attractive booklet on the modern electric water heater. A short memo-type message echoing Penn's advertising theme-'Electric Water Heating Is Best'-is attached. Tipped inside is the easyto-understand cost chart which shows the prospect how to estimate

the proper size water heater for his

"Another mailing is devoted to lighting and includes the booklet 'Planning Your Home in the Right Light,' a 24-page brochure, completely indexed.

"The last mailing in the series is the beautiful four-color booklet entitled 'Planning Your Home for Better Living Electrically.' It contains a kitchen-planning section, with West Penn's electric cookery cost chart inserted. There is also a section on automatic laundry equipment and the cost chart on electric water heating is inserted here.

"The first message in the West Penn series of mailings stresses the importance of adequate wiring for full trouble-free use of the electrical appliances which prospects plan to purchase."

Dealers can get the names of prospects in their trading areas from their dealer representative for followup efforts. He'll also tell them when the various mailings were made so contacts can be timed accordingly.

1900 Corp. Sponsors Contest

MEMPHIS, Tenn.-A sales contest for individual retail appliance salesmen was announced at a meeting here sponsored by Nineteen Hundred Corp. and conducted by Wallace Johnson Distributing Co., area Whirlpool distributor.

Held at Hotel King Cotton, the meeting was attended by some 200 retailers from 76 counties.

Contest prizes include all-expense trips to Chicago and the Whirlpool plant in St. Joseph, Mich., for the six leading salesmen, an engraved watch, and U. S. savings bonds.



Just think a bushel of ice cubes for the price of a coke! The 24 quick-releasing aluminum trays in the KUBEMASTER discharge 336 large ice cubes per freezing and you can repeat 3 more times per day.

LIFT-A-WAY DOOR

The KUBEMASTER has the famous United stainless steel Lift-a-Way door which smoothly slides out of sight—no chance for bruised fingers.

HANDY TEMPERATURE CONTROL

The new exclusive dial-temp control on the United KUBEMASTER allows the user to conveniently freeze cubes according to the need.

For Complete Information Write or Phone

UNITED REFRIGERATOR COMPANY HUDSON, WISCONSIN

What has made **Admiral**

(already world leader in television)

today's fastest-rising power in all the appliance industry?

The answer is really very simple: It's the fact that Admiral has found the way to build better merchandise at lower cost than anyone before ever thought possible! Admiral planners, designers, engineers and production men have found the key to a thousand problems, scored a list of "firsts" that has perhaps never been equalled in the white goods field.

Here are 6 great new "Firsts"

TO ALL NEWS READERS:

The same practical ideas you're reading about right now, the same up-tothe-minute information you're looking over, the same satisfaction you feel from having the News is worthwhile for your salesman or serviceman too, isn't it? Even if he reads your copy of the News, he likely hurries through it and the chances are he misses a lot or probably forgets tips that could be highly profitable, isn't that right?

Enter a subscription for his own personal use today, to be sent directly to his home. Then, in leisure and quiet, he can concentrate on the wealth material and stimulating stories that appear each week, absorbing them for actual application in his job. He'll appreciate your thoughtfulness, and always helps to make a closer friend. Besides this, in the long run he'll become better in his work and more valuable to himself and to you.

in the coupon below, attach your \$5.00 check, and mail the order now, While you're thinking about it. An acknowledgment will be sent to you and a card to the subscriber telling him that he is receiving the NEWS With your compliments.

To Air Conditioning & Refrigeration News 45. W. Fort Street, Detroit 26, Mich.

Please enter a subscription to the News for:

NAME COMPANY ADDRESS..... CITY..... STATE..... Send acknowledgment to me: NAME COMPANY ADDRESS..... STATE..... STATE.....

CHECK ENCLOSED. | BILL ME.

... 6 big reasons why Admiral dealers will be "First in '50"!

and foremost quality buy in all refrigeration-an Admiral Dual-Temp (world's most wanted refrigerator) with 50% more space than ever before -at no extra cost!

7 cu. ft. refrigerator with full-width freezer, full-length cold, many deluxe features. for only \$18995

and only 9 cu. ft. refrigerator with fullwidth freezer, full-length cold at anywhere near the amazingly low price..........of only \$77095

and only 14 cu. ft. refrigerator ever put behind a single door, yet compact enough for small kitchens, and selling......at only \$33995

and only full line of refrigerators to get away from the single "price leader" model in favor of attractive prices at every level. In other words, not just one "terrific buy" but 9 great super values!

full line of refrigerators, all with full-width freezer, full-length cold, yet selling from \$30.00 to \$50.00 less for comparable features and capacity than the lowest-priced national brand competitors!

WITH ALL THESE "FIRSTS"

—it's no wonder that Admiral refrigerator and range production for the first half of 1950 was completely sold out within 24 hours of announcement of the new line . . . no wonder that the demand for Admiral appliances is the greatest in the company's history! It's no wonder, either, that Admiral has become the fastest-rising power in all the appliance industry!

THIS IS THE YEAR OF DECISION ... Better Decide To Join Admiral Now!

REFRIGERATORS . RANGES . TELEVISION **RADIOS • PHONOGRAPHS**

3800 W. CORTLAND, CHICAGO, ILLINOIS

Detroit Commercial Firm Draws Big Crowd



The commercial dealers, contractors, and servicemen attending the line showing at Johnston Sales Co. came during the afternoon and stayed through the evening with a short pause for dinner.

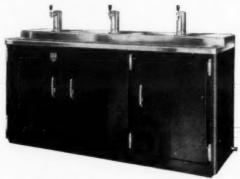


Besides air conditioners, Johnston displayed condensing units, coils, commercial cases, large freezers, and an ice maker.

LARGE CAPACITY...MULTI-PURPOSE

This COMPACT 3 on tap plus 1 in storage

PERLICK Direct Draw DISPENSER



with patented AIR COOLED FAUCET STANDARDS

in Black or Stainless Steel

with or without Condensing Unit

There's big business for the equipment house, in this large capacity Perlick Direct Draw Dispenser . . . and big business volume, too, for the dispensing establishment that installs it! Holds 4 stainless steel or aluminum half-barrels—three on tap and one in storage at the proper temperature, readily accessible for instant use. This is also an excellent model to equip with the Carbotap unit-or other optional equipment. Get in on the big profits you can enjoy from the big Perlick line.



A GOOD POINTER ON REPLACEMENTS... check first with Ranco

Looking for dependable performance and precision operation in both commercial and household refrigeration Replacement Controls? Hunt no further! Stop in and see the new RANCO REPLACEMENT REFERENCE No. 1244 at your nearest Ranco wholesaler. This complete reference lists Ranco replacements for more than 4,000 controls . . . including alphabetical listing of all refrigeration manufacturers, trade names, and Ranco Replacement Control code number. Replace it right

Stress Put on Operating **Exhibits at Commercial Showing by Johnston Sales**

DETROIT-Sixty dealers, contractors, and independent servicemen, some from as far away as 250 miles, were the guests of Johnston Refrigeration Sales Co., commercial refrigeration distributor here, at the first line presentation staged by the com-

The visitors heard complete product and sales stories as well as outlines of the firm's policy during the course of the meeting, which got underway in the afternoon and ran until 9:30, being interrupted for a dinner served on the spot.

A recently acquired 50 by 90-ft. building adjoining the present Johnston location provided the meeting place plus room for displays of General Electric condensing units, air conditioners, and large freezer cabi-Sherer-Gillett and Puffer-Hubbard display cases and reach-ins, Fedders-Quigan window air conditioners, Tyler Harderfreez freezers, McQuay coils, and an American automatic ice maker. Much of the equipment on display was in actual opera-

Only one factory man participated in the program-Irv. Pittleman, G-E district representative out of Cleveland, who after dinner gave the product and sales story on his company's line of condensing units.

The rest of the presentation was made by the Johnston organization under the direction of Jack Baragar, general manager.

Speakers included George Johnston, president; Bob Crawford, Tom Boltz, and Earl Cavender.

It was revealed by Johnston that within a few days shipments to outof-town customers, whether they involve parts or units, will go out pre-

Besides these talks the guests also saw a movie "Selling America" which applies the age-old precepts of Benjamin Franklin to modern-day selling.

MILWAUKEE - Fifty-two Servel

hermetic condensing units have been

teamed up with 43 Flo-Cold bottle

coolers, five beer dispensers, 10 back-

bar fixtures, and five cocktail units

to provide refreshingly cool drinks

for the 13,000 spectators who can be

accommodated in Milwaukee's new

The bottle cooling and beer-dis-

pensing equipment was installed by

the Everett Smith Co., distributor

Floor of the new arena is piped

for an ice rink and conveniently

adjoins the municipal auditorium.

Permanent seats in the arena have a

capacity of 9,000 persons while 4,000

more seats can be provided on the

A 100-ft. bar on the ground floor

serves draft and bottled beer to

thirsty patrons while mixed drinks

and bottled beer are available from

bottle coolers, made by United

Friguator, are in 4, 6, and 8-ft. sizes and are distributed over 22 stations.

Each of the five Flo-Cold stainless steel beer dispensers has a capacity

Said to be unique, hookup of the

beer lines permits all the kegs to

be connected at one time through two faucets. The new Daun multiple

43 Flo-Cold stainless steel

\$5,000,000 Arena.

arena floor.

The

of five kegs.

a second-floor lounge.

Beer Line Hookup for Arena Installation

Taps All Kegs Simultaneously

Naval Men Study York Corp. Production



As part of their program to study modern production methods, a group of student officers from the U. S. Naval Post Graduate School at Annapolis, Md., visited York Corp. recently. The morning session included lectures by the following York executives: Marshall G. Munce, vice president; Jack Joslin, manager of the industrial relations division; Paul Stock, chief industrial engineer; and J. R. Chamberlain, assistant chief engineer.

Pictured in front row (I. to r.): Lt. Wayne D. Surface, USN; Lt. R. B. Pettitt, USN; Lt. A. M. Jones, Brazil; Lt. Comdr. Manoel del Castillo, Brazil; Rear Admiral H. A. Spanagel; M. G. Munce; Comdr. Geoffrey Thompson, USN; Paul Stock; Lt. C. D. Rojo, Argentina; Lt. R. F. Miro, Argentina; Lt. J. H. Behl, USN.

Second row (I. to r.): C. E. Renninger, York Corp.; Jack Joslin; Lt. L. Dutra, Brazil; Lt. F. Monteiro, Brazil; Lt. S. H. Brittingham, USN; Lt. Comdr. K. E. Byrne, USN; Prof. E. K. Gatcombe of the PG School; Lt. E. R. Berisso, Argentina; Lt. Comdr. R. L. Brooks, USN; J. W. Chandler, York Corp.; and R. L. Esterline, York Corp.

Quiet-Heet's Conditioner Shipments Show Increase

NEWARK, N. J.-E. M. Peters, sales manager of Quiet-Heet Mfg. Corp., announced that its 1950 Quiet Kool room air conditioner shipments for the first two weeks in May were running more than double the shipments for the same period in April.

Despite unfavorable weather, Quiet-Heet has been shipping a record number of units per week in May, Peters

An unusually heavy demand has been experienced in the Gulf Coast area as well as the metropolitan New York area, he added. Based on the reception the Quiet Kool room air conditioners have received, Quiet-Heet has announced its intention to go ahead with plans to more than double its air conditioning capacity.

taps are used. There is claimed to

be no switching from keg to keg or

loss of beer through blowing and

foaming until all the kegs are empty.

Additional kegs may be added with-

The units are equipped with Turbu-

lator coils which distribute the air

radially. The beer dispensers also

have a cooling coil underneath the

units employed in the arena range

The Servel Supermetic condensing

out interruption of beer flow.

KNOW-HOW

'Experienced Servicing' Is Sales-Letter Theme

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PHILADELPHIA — "Don't anyone to use your air conditioning or refrigeration equipment as a 'guinea pig.' Such vital equipment whose normal operation can be interrupted by weather changes, should be serviced by trained, experienced mechanics."

That was the advice given by John A. Locilento, local air conditioning and refrigeration service firm, in a recent letter to owners of such equipment. The letter continued:

"Our 15 years' experience in the air conditioning and refrigeration field has built for us an enviable reputation. Many service troubles have been solved through careful diagnosing and a thorough knowledge of the equipment.

"Air conditioning and refrigeration (installation and servicing) is our business all year 'round, not a side line. We do not have a different vocation every season of the year.

"Our skilled mechanics have been trained and specialized to do a good job in the allied fields of air conditioning and refrigeration exclusively. You wouldn't expect a 'jack of all trades' to give you the same efficient service as a skilled mechanic trained in the particular field.

"Our prompt and dependable service has caused our customers to rely on HOward 8-6696 (night phone Sunset 5624R) when the need for emergency service arises."

Stapled to the letter was a sticker listing the firm's telephone numbers and address. It noted that the company services domestic, commercial, and industrial equipment.

The company, which has been servicing since 1935, is located at 2301 S. Woodstock St.

Frigidaire Serves 5 Counties

in size from 1/4 to 3/4 hp.

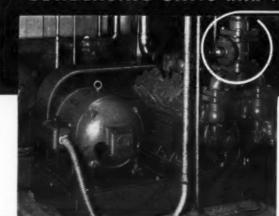
MUSKOGEE, Okla. - Frigidaire Sales & Service has been opened in Muskogee to serve the following five counties: Muskogee, McIntosh, Haskell, Adair, and Cherokee.

John C. Ball, branch manager of the Refrigeration Sales & Engineering Co., Inc., of Oklahoma City is in charge.

43 Tons of Conditioning for Penny

LAKELAND, Fla.-A 43-ton Westinghouse air conditioning system has been installed in the J. C. Penny Co. store at 115 E. Main St.





- maintains EVEN Evaporator Temperature

Thermatrol is the most efficient, least expensive and simplest type of capacity control available. Reduces in a gradual curve-not in steps, and eliminates unnecessary

Schnacke advance engineered compressors feaschnacks awares engineers compressors reactive refrigerant cooled, replaceable cylinder sleeves, balanced forged crankshafts, positive forced feed lubrication, efficient suction and discharge valves, insert automotive type bearings, etc. High efficiency and trouble-free operation with little vibration assure satisfaction. Thousands of discriminating engineers and users the world over are convinced of Schnacke quality through

Schnacke Compressor Units range from 5 H.P. to 50 H.P. and Condensing Units from 5 H.P. to 25 H.P. Writs for further information.

1016 E. COLUMBIA ST. SCHNACKELING.

EVANSVILLE, IND.

WORLD'S LARGEST MANUFÁCTURERS OF REFRIGERATION CONTROLS

Hotpoint Model Has 'Built-In Sales Tool'



Salesman demonstrates the new dial temperature control on the Hotpoint electric water heater recently introduced. The manufacturer claims that this feature, which allows the salesman to demonstrate the heater, will help to boost sales.

Dial-Type Electric Water Heater Gives Salesman a Feature He Can Demonstrate

CHICAGO-Addition of a dial as a new functional feature to select temperature on an electric water heater, will give a salesman a device to demonstrate this appliance like a range or a refrigerator. That view was expressed recently by Fred J. Walters, vice president, marketing, Hotpoint, Inc., when the company introduced a new line of "dial model" water heaters.

Public acceptance for automatic water heaters has always run far ahead of actual sales. While a majority of consumers believes that an automatic electric water heater is desirable, fewer than 6 million of this type are in service, and two thirds of these have been installed since the war, he said.

Walters asserted that an inquiry among dealers reflected that few of them have aggressively pushed water heater sales because "there is nothing on a water heater to demonstrate." Electric automatic heaters, with none of the working parts visible, are even more difficult to dramatize than older types where sales stories highlight "baffling to prevent rapid heat dissipation up a

The "dial type" water heater will assist the salesman in overcoming demonstration obstacles, says, because in telling the story of "dialing hot water to meet your requirements," he tells the uses and benefits of an automatic supply of hot water as related to the prospect's home needs.

An added sales point is one dial setting marked "extra hot" indicating that the appliance is over-sized to serve extra requirements when other equipment is installed.

Figures were cited by Walters showing that in most areas electricity for water heating is directly competitive with other fuels. Average monthly cost of heating water electrically for a typical family is \$3.00.

This compares with \$9.50 for gas; \$5.35 for manufactured gas; \$1.54 for natural gas; \$4.44 for oil; and \$6.54 for coal. The natural gas figure includes areas where this product sells at extremely low prices, but which represent less than 5% of the national market.

More than 85% of the nation's electric meters have a water heating rate of 1.5 cents per kwh. or less. This puts the cost of electricity under

PORTANT!

solienal bargains on

national trade name refrigeration merchandise. fantastic savings,

send for FREE catalog.

overlook our sen-

other fuels in a majority of areas. Many dealers have felt that installation is the major problem in selling water heaters. These costs may be higher for electric heaters than for competition in some places, but in the main, installation requirements do not differ greatly for an original installation.

For example: In one of the nation's large cities the full cost of installation for an electric heater is less than \$25, due to a utility company subsidy. A gas installation in the same city, without subsidy, averages \$35. The rates for the two types of service are directly competitive, yet the gas dealers outsell electric nine to one.

In the past salesmen have been able to take a vacuum cleaner, radio, television set, or even a garbage disposer into a home for demonstration. While it is not possible to do this with a water heater, a miniature model with a removable jacket, and a dial temperature control demonstrator will help home sales.

These devices give the salesman something tangible to show the housewife and talk about. This is the same idea as the thermostat used in selling automatic space heating equipment.

Philadelphia Sales - -

(Concluded from Page 1, Column 2) moved in the 1950 period, against 605 in the first quarter of 1949. The first-quarter figure brought total sales since July 1, 1948, to 9,278 units-2,768 having been sold in the July-Dec., 1948, period and 5,170 in all of 1949.

Refrigerator sales in the first quarter amounted to 29,934 units, compared with 19,531 a year ago and 18,740 in the first three months of 1948. Utility sales accounted for approximately 1.8% of total volume in this year's period.

Sales of electric ranges in the 1950 quarter hit 3,760. In the initial quarter of 1949, 2,689 units were sold.

The average price of home freezers dropped from \$312 in the initial 1949 quarter to \$284 in the 1950 period and that of refrigerators from \$291 to \$272. The average price of ranges rose from \$226 to

Refrigerator, Freezer, Range Sales Up In Philadelphia Area

HOME FREEZER SALES

Month	1950 Units Sold	1949 Units Sold	1950 % Increase Or Decrease Over 1949	1950 Retail Value	1949 Retail Value	1950 % Increase Or Decrease Over 1949	1950 Average Price	1949 Average Price
January	386	147	+162%	\$107,770	\$ 43,567	+147%	\$279	\$296
February	402	157	+156%	110,738	50,027	+121%	275	318
March	552	301	+ 83%	161,991	95,331	+ 69%	293	316
Total	1,340	605	+121%	\$380,499	\$188,925	+101% .	\$284	\$312

This report covers sales of the following makes: Carrier, Coldspot, Coolerator, Crosley, Frostmaster, Deepfreeze, Frigidaire, General Electric, Gibson, Hotpoint, International Harvester, Kelvinator, Leonard, Norge, Philco, Universal, Victor, Westinghouse, Wilson Zero-Safe.

ELECTRIC REFRIGERATION SALES

Month	1950 Units Sold	1949 Units Sold	* 1948 Units Sold	1950 % Increase Or Decrease Over 1949	1950 Retail Value	1949 Retail Value	1950 % Increase Or Decrease Over 1949	1950 Average Price	1949 Average Price
January .	. 7,433	5,861	5,760	+26%	\$1,965,959	\$1,687,986	+16%	\$265	\$287
February	. 10,607	6,539	5,554	+62%	2,907,177	1,911,608	+52%	274	292
March	. 11,894	7,131	7,426	+66%	3,280,477	2,094,911	+56%	275	293
Total	. 29,934	19,531	18,740	+55%	\$8,153,613	\$5,694,505	+43%	\$272	\$291

Report includes sales of the following makes: Admiral, Coldspot, Coolerator, Crosley-Shelvador, Deepfreeze, Foster, Frigidaire, General Electric, Gibson, Hotpoint, International Harvester, Kelvinator, Leonard, Norge, Philco, Universal, and Westinghouse.

ELECTRIC RANGE SALES

Month	1950 Units Sold	1949 Units Sold	1950 % Increase Or Decrease Over 1949	1950 Retail Value	1949 Retail Value	1950 % Increase Or Decrease Over 1949	1950 Average Price	1949 Average Príce
January	1,073	837	+28%	\$272,369	\$200,546	+35%	\$254	\$239
February	1,105	927	+19%	261,506	178,796	+46%	236	192
March	1,582	925	+71%	396,050	230,215	+72%	250	249
Total	3,760	2,689	+39%	\$929,925	\$609,557	+52%	\$247	\$226

Report covers sales of the following makes: Admiral, Coolerator, Crosley, Deepfreeze, Frigidaire, General Electric, Gibson, Hotpoint, Kelvinator, Kenmore, Lectro-Host, Leonard, Norge, Philco, Universal, and Westinghouse.



stone but lots of clay. Consequently they became brickmakers . . . using bricks for the building of palaces and temples-and for writing purposes.

They inscribed their characters and other sign language on bricks. This made a heavy issue for the Babylonian Beacon . . . but it also was sufficiently rugged to stand hard usage. It could be passed around from house to house and be read by everybody in the neighborhood.

The thirst for news has always prevailed since man arrived on earth. Ancient peoples used stone slabs, clay tablets, bricks, papyrus

Ancient Babylonians had access to little ... or what have you ... for the dissemination of news.

> Four thousand years, however, have seen a lot of changes in circulating news round and about. Since the invention of printing from movable types was made by J. Gutenberg about the middle of the fifteenth century newspapers have really gone to town.

Today, as during the past century or so, the newspaper is the most universally and thoroughly read among all types of products coming off the printing press.

Nearly everybody reads a newspaper and Air Conditioning & Refrigeration News is a newspaper.

Your advertising works ONLY when it is READ.

ANY QUANTITIES . NEW ITEMS ONLY Send list of what you have for our prompt quotations

Your Surplus Refrigeration Stock

Parts · Units · Assembled Appliances

CASH FOR INVENTORIES!

TRACO WILL BUY

Whether you want to sell or buy-write, wire, 'phone!

TRACO Industrial Corp.

The Newspaper of the Industry

455 West 19th St., N.Y. 11, N.Y. WAtkins 4-4302 AIR CONDITIONING & REFRIGERATION NEWS . . . 450 W. FORT ST., DETROIT 26, MICH.

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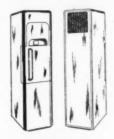
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PATENTS

Week of December 13 (Continued)

DESIGNS

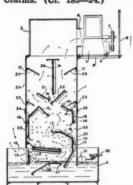
156,419. BUTTER DISPENSING MA-CHINE. Frederick Orlo Johnson, Detroit, Mich. Application Aug. 8, 1946, Serial No. 132,360. Term of patent 14 years. (Cl.



The ornamental design for a butter dispensing machine, as shown.

Week of December 20

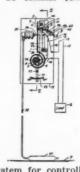
2,491,645. APPARATUS FOR WASHING AIR. Albert R. Clark and James C. Buck, Toledo, Ohio, assignors to The De Viibiss Co., Toledo, Ohio, a corporation of Ohio. Application Nov. 23, 1944, Serial No. 564,-818. 6 Claims. (Cl. 183—24.)



1. An apparatus for washing air, a water tank, a passage for the air to be cleaned including a portion of said tank just above the surface of the water in the tank, a narrow transverse member dividing said passage horizontally across its lower portion and checking the air. its lower portion and checking the air flow sufficiently to cause an appreciable drop in pressure beyond the member, the member being spaced to permit a slight opening beneath it for the flow of air, the difference in pressure on either side of the member causing the water level to

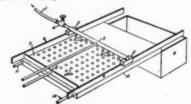
be higher just beyond the member, so that the air passing beneath the member strikes against the eddying rise of water between the two water levels, and a horizontal extension of the air passage immediately beyond the transverse member where the air passing above and below the member unite in a common

2,491,690. TEMPERATURE CONTROL SYSTEM. William A. Ray, Glendale, Calif., assignor to General Controls Co., a cor-poration. Application July 22, 1944, Serial No. 546,145. 14 Claims. (Cl. 236—91.)



1. In a system for controlling the tem-I. In a system for controlling the temperature of a space: a thermostat comprising a pair of cooperating control members, one of said members being movable in accordance with variations in temperature; movable means for supporting the other of said members; and means responsive only to an initiation of the reversal of temperature trend at a level in said space remote from the level. level in said space remote from the level of the thermostat for moving the said of the thermost movable means.

2,491,837. MANUFACTURE OF ICE.
Robert Smith-Johannsen, Schenectady,
and Bernard Vonnegut, Alplaus, N. Y.,
assignors to General Electric Co., a corporation of New York. Application Aug.
31, 1948, Serial No. 47,074. 5 Claims.
(Cl. 82,172) 1948, Se 62—172.)

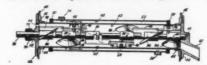


The process for making ice pellets which comprises placing water on a silver iodide surface maintained at a temperature at least at low as -10° C.

2,491,852. APPARATUS FOR AGITAT-ING AND DISPENSING FROZEN FOODS. Thomas Carvel, Hartsdale, N. Y. Application Oct. 6, 1947, Serial No. 778,213. 8 Claims. (Cl. 198—213.)

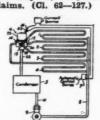
1. An apparatus of the character described comprising an elongated hollow cylinder, an elongated shaft extending therethrough centrally thereof, means to rotate said shaft, a plurality of collar members mounted on said shaft along the length thereof for rotation therewith, propeller, means extending radially from propeller means extending radially from said collar on one side thereof, and scraper means extending radially from

said collar on the opposite side thereof and reaching at least on one side beyond the edge of the propeller blade, the effective and operative radial length of the



of the scraper being propeller and propeller and of the scraper being slightly less than the internal diameter of the cylinder, whereby the scraper means will remove material adhering to the cylinder over its internal circumference into the path of the propeller

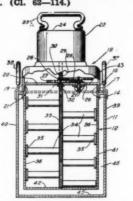
2,491,905. REFRIGERATING SYSTEM. William A. Ray, Glendale, Calif., assignor to General Controls Co., a corporation. Application May 29, 1944, Serial No. 537,774. 7 Claims. (Cl. 62—127.)



1. In a refrigerating system having a 1. In a refrigerating system having a plurality of evaporators arranged to be supplied from a common source of liquid refrigerant under pressure, said refrigerant being of a type which flashes into gas upon a suitable reduction in said pressure: a valve structure having an inlet connected to said source, as well as a plurality of outlets respectively connected to said evaporators, means forming an enclosed chamber in constant communication with the inlet, said valve also munication with the inlet, said valve also having a plurality of ports connecting said chamber to the respective outlets, said ports each having a cross section substantially less in area than that of the corresponding outlet, and having a combined area substantially less than the combined area substantially less than the area of said inlet, and a closure member within said chamber simultaneously controlling each of said ports individually.

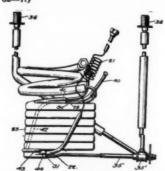
2.491.952, POOD AND CREAM PREEZ-ER. Dallas L. Calmes, Houston, Tex. Application Sept. 10, 1945, Serial No. 615,424.

1 Claim. (Cl. 62—114.)



A freezer comprising an outer container for refrigerant, a hollow cylinder supported in fixed spaced relation within supported in fixed spaced relation within said container through the top of said container, a cap housing for said container having a motor and reduction gears mounted therein and having a driven shaft depending therefrom, the said cap being removably securable to said upper end of the hollow cylinder and said shaft extending axially of said said upper end of the hollow cylinder and said shaft extending axially of said cylinder, said shaft having radially disposed agitator arms comprising elongated rectangular plates transversely inclined to the horizontal to provide for vertical agitation of material to be placed in the cylinder; and terminating in scrapers disposed parallel to and closely adjacent to said cylinder and adapted to scrape frozen material therefrom.

2,492,054. REFRIGERATION THERMO-STATIC CONTROL. Samuel O. Morrison, Media, Blair Barnhart, Philadelphia, and Earl A. Gott, Landsdowne, Pa., assignors to Sunroc Refrigeration Co., Dover, Del., a corporation of Delaware. Application Jan. 16, 1947, Serial No. 722,356. 7 Claims. (Cl. 62-7.)



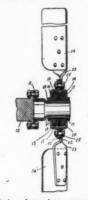
1. The process of controlling a refrigeration system providing a source of refrigerant under pressure, which comprises passing drinking water and refrigerant countercurrent in heat transfer relation to one another and with the stream of one surrounding the stream of the other and flowing directly consiste theorets to and flowing directly opposite thereto to provide instantaneous cooling of the drinking water, supplying refrigerant from the source in response to the temperature of the drinking water which first comes in heat transfer relation with the refrigerant and turning off the rethe refrigerant and turning off the re-frigerant in response to the temperature of the drinking water which last assumes heat transfer relation with the refrig-

2,492,029. PAN ASSEMBLY. Kurt A Beier, Indianapolis, Ind., assignor to Schwitzer-Cummins Co., Indianapolis, Ind. Application July 13, 1946, Serial No. 683,-483. 2 Claims. (Cl. 64—11.)

483. 2 Claims. (Cl. 64—11.)

1. In a fan assembly, a cylindrical driving member including a radially extending annular supporting plate having a cylindrical band secured about said member, a yielding torque transmitting element embracing said annular supporting plate and band in face to face driving engagement therewith, said element being flared outwardly to provide laterally extending sleeve portions in face to

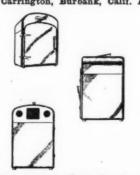
face driving engagement with said cylindrical member beyond the band of said plate, a pair of opposed cupped clamping heads surrounding and embracing said element in face to face driving en-gagement therewith, each of said heads having an outwardly extending flange portion in driving engagement with the respective sleeve portions of said ele-ment, a radially extending fan support, and means for securing said fan support said clamping heads and drawing



said heads into clamping engagement with said element to prevent displacement of the engaging surfaces therebetween and between said element, cylindrical member, and supporting plate for transmitting driving torque therebetween while permitting relative rotatory movement through the yielding shearing action of said element both concentrically and laterally of said driving member.

DESIGNS

156,483. PORTABLE REPRIGERATOR. Ille S. Carrington, Burbank, Calif. Appli-



The ornamental design for a portable refrigerator, as shown.

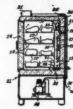
Week of December 27

2,492,298. GAS HEAT EXCHANGER. Alvar Lenning, Stockholm, Sweden, assignor to Bolinders Pabriks Aktiebolag, Kallhall, Sweden, a corporation of Sweden. Application July 15, 1946, Serial No. 683,-716. In Sweden July 31, 1945. 2 Claims. (Cl. 257-262.)



1. A gas heat exchanger for absorption type refrigerating systems of the kind employing an inert gas, comprising a sub-stantially horizontal tube, a substantially horizontal partition for dividing said tube norizontal partition for dividing said tube into a passage for rich gas and a passage for weak gas, and U-shaped plates located obliquely with respect to the axis of said tube, the bases of said plates being secured to said partition, and the legs of said plates forming substantially triangularly shaped heat transmitting

2,492,308. TENDERIZING METHOD AND APPARATUS. Louis J. Monges, Montclair, N. J., assignor to Westing-house Electric Corp., East Pittsburgh, Pa., a corporation of Pennsylvania. Ap-plication May 14, 1946, Serial No. 669,637. 6 Claims. (Cl. 93—194.)



1. The method of treating meat com-prising chilling to a normal preserving temperature, enclosing said chilled meat temperature, enclosing said chilled meat with a sterilizing lamp, circulating air over said sterilizing lamp and meat until tenderized, while using the heat-absorbing capacity of the meat itself, in lieu of other refrigeration, to sbring the temperature of the ambient air down to below room temperature, but heating said. below room temperature, but heating said air when necessary to maintain its tem-perature above 60° F. and after tenderiz-ing chilling said meat to a normal preserving temperature.

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(To Be Continued)

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CAREFULLY SELECTED group of trained men, graduates of reliable and well established trade school now available to fill positions in the radio or refrigeration field. Willing to travel anywhere. Why not fill that vacancy with an efficient and reliable man? Write EAST-ERN TECHNICAL SCHOOL, 888 Purchase Street, New Bedford, Mass.

APPLICATION, DEVELOPMENT, design APPLICATION, DEVELOPMENT, design refrigeration engineer with 14 years background in service application and design engineering. Familiar with packaged unit design from ½ to 5 HP, single and multi staged systems to 30 HP. Change desired because present program shifting from engineering to sales promotion. Prefer work in Middle West. BOX 3496, Air Conditioning & Refrigeration News.

POSITIONS AVAILABLE

AIR CONDITIONING serviceman needed. This could lead to service manager posi-tion. Must be experienced in refrigera-tion and control work for larger installations. Reply by letter giving past experience to: COLUMBUS HEATING & VENTILATING COMPANY, Box 1196,

WANTED: SALESMAN to become manager of our commercial refrigeration department selling Friedrich equipment and store fixtures. KUHR BROTHERS, Savannah, Georgia.

CHIEF ENGINEER, experienced in de-CHIEF ENGINEER, experienced in design, laboratory testing and research on self-contained air conditioning units ½ HP and up. Must have administrative ability, knowledge of processing requirements and be capable of developing new refrigeration accessory items. Salary consistent with qualifications. Send resume sistent with qualifications. Send resume to TECHNIFLEX CORPORATION, Jerto TECHNIFLEX CORPORATION, sey Avenue, Port Jervis, New York.

PROJECT ENGINEER. Control valve manufacturer in Middle West has opening for design-development engineer. Experi-ence in refrigeration engineering or in development of electrical-mechanical condevelopment of electrical-mechanical control devices required. An opportunity for qualified man. Please give age, education, experience in first letter. Address BOX 3494, Air Conditioning & Refrigeration

SALESMAN WANTED: For commercial refrigeration wholesale and retail in southern Michigan. Selling experience necessary. Distributor for two top lines. Dealers established. BOX 3498, Air Conditioning & Refrigeration News.

EQUIPMENT WANTED

WANTED—SURPLUS refrigeration units 1/3, 1/2, 1/4 H.P. New! Any quantity. Air or water cooled. Send specifications and price to: MAC SCHOENBACHER, 4614 S. Wentworth Ave., Chicago, Illinois. Atlantic 5-7900.

EQUIPMENT FOR SALE

WHOLESALE SEALED unit rebuilding. We will rebuild and convert your unit to "Freon-12." One year guarantee. Write for price list and shipping instructions. ADVANCE REFERGERATION COMPANY, 829 East McNichols Road, Detroit 3.

\$1400.00 BARGAIN. 60 ton well known make air conditioning compressor. Used short time but in good condition. FOB Cincinnati. BIMEL CO., Cincinnati, Ohio.

RECORDING THERMOMETERS. Electric 7 day remote -30° to plus 70°. Brand new. \$69.00 each. BIMEL CO., Cincinnati, Ohio.

FOR SALE-Have overstock on following FOR SALE—Have overstock on following items. Will close out at 25% discount below your current cost. Lennox prefab duct fittings. Boots and transitions. Controls of all types—heating, stoker and refrigeration. Welding rods, nuts, bolts and shields. Tinned rivets. Miscellaneous sheet metal tools. Write for quotations. KUHR BROTHERS, Savannah, Georgia.

QUANTITY ¼-HP prominent brand sealed condensing units, model S-14L-1-1 @ \$42 each. NEW YORK REFRIGERA-TION CO., 35 E. 4 Street, New York 3,

FOR SALE—Servel compressors—¾ HP, hermetically sealed, Type #F2 Q-1, complete with capacitator, 110 Volt, 60 Cycle, single phase, TECHNIFLEX CORP., Port Jervis, N. Y.

BUSINESS OPPORTUNITIES

ESTABLISHED COMMERCIAL refrigeration sales and service store located in Detroit, Michigan, for sale, due to ill health. Ten years at this location handling leading line of commercial equipment. Will sell entire operation at inventory price—\$10,000 to \$12,000 required. For full details write BOX 3497, Air Conditioning & Befrigeration Naws. Air Conditioning & Refrigeration News.

INDEPENDENCE AND recreation. Wouldn't you like to own a going refrigeration business in the lakes region of Wisconsin? Franchises. Virgin field. Over 600 miles new line energized last 2 years. Building, equipment, parts, trucks and a cozy 6 room apartment all under one roof. Write for pictures, floor plans, list of equipment, reason for selling and price and terms. Address BOX ing and price and terms. Address BOX 3499, Air Conditioning & Refrigeration

SCHOOLS

DETROIT AIR Conditioning Institute offers instructions in air conditioning, heating, refrigeration, ventilating, sheet metal layout, and heat pump engineering. Preparatory and advanced courses available. New classes start June 6. Write for free information. Veteran approved. DETROIT AIR CONDITIONING INSTITUTE, Department D, 4258 Woodward. Detroit, Michigan. Detroit, Michigan.

MISCELLANEOUS

NORGE SEALED units remanufactured and exchanged. Immediate delivery from stock, 1 year guarantee. Write for prices and shipping instructions. Complete Norge engineering service. 22 years experience MODERN REFRIGERATION CO., INC. 12541 E. McNichols Road, Detroit 5



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Refrigeration Problems

and their Solution

by Paul Reed

For Service and Installation Engineers



Building Up Pressure For Leak Testing (2)

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In the preceding article we described a method of building up pressure in a system to be tested, by putting the rather high pressure of CO2 in "on top of" the normal pressure of the refrigerant. We "built up" a "Freon-12" pressure in the low side of a locker plant from just a little above 0 p.s.i.g. to 100 or 150 p.s.i.g., so that we could find a leak that we were pretty sure was there.

DO CO2 AND THE REFRIGERANT REACT CHEMICALLY WITH ONE ANOTHER?

Several questions arise, however. The first questions should be: "But will the CO2 mix with the 'Freon-12' without a chemical reaction? Do they unite to form some corrosive compound, or some compound that reacts on the oil or the refrigerant?"

That is a point to consider, for there seems to be too great a tendency these days to put all sorts of things into a refrigerating system to cure its ills. There are only two things that have any place in a compression refrigerating system: refrigerant and oil.

Fortunately, CO2 does not react chemically with "Freon-12" or for that matter, with any of the commonly used refrigerants. They mix, but they do not affect one another. So we do not have to worry about the possibility of "gumming up" the system with corrosive compounds, sludges, or other materials that will be harmful and troublesome.

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TANDARD

DO THE GASES MIX?

CO2 is a heavier gas than "Freon-12" gas; so will the CO2 settle to the bottom of the plates or coil, or whatever we are testing, leaving the "Freon-12" gas at the top? Then if we test with a halide torch, would a leak in the bottom part of the coil show up? It wouldn't if the "Freon-12" and the CO2 stay separate, with the "Freon-12" staying at the top and the CO2 at the bottom.

"Freon-12" gas and the CO2 gas mix freely. The CO2 does not go to the bottom and the "Freon-12" gas to the top just because CO2 gas is heavier than "Freon-12" gas at the same temperature.

They both fill the cylinder just the same as if the other gas were not there at all. The cylinder is completely full of CO₂ gas, and it is completely full of "Freon-12" gas both at the same time.

Each gas is composed of tiny particles called molecules. The molecules of a gas are far apart from one another and they are moving about. The molecules of the CO2 and of the "Freon-12" are all mixed together. Therefore, they each can and do, completely fill the cylinder at the same time and completely independently of each other. They do not settle out from one another.

An Irish physicist named Dalton found this out a long time ago. He found that if a container had some gas of one kind in it, he could put another kind of gas into that container, just the same as if the first gas was not in the container at all. In fact, it acted as if the container was on a "perfect" vacuum. The two gases mix thoroughly and diffuse completely into one another.

In spite of their difference in densities, the two (or more) gases do not settle out, the heavier to the bottom and the lighter to the top.

So the "Freon-12" and CO2 both mix or diffuse completely, and a leak can be detected anywhere in the coil, top or bottom equally well.

WILL THE CO2 THIN THE REFRIGERANT?

The CO2 is "inert"; its purpose is merely to build up the pressure. If it leaks out it does not affect the halide torch; only the "Freon-12," methyl chloride, or other halogenated hydrocarbon gas is picked up by the halide torch. So does the higher CO2 pressure help any? Is the "Freon-12" coming out of the leak quite rarified or "thin?" Will it affect the torch any better than if it were at low pressure? The CO2 forces it out of the leak, but is it so thinned out that it has little effect on the halide

Since the "Freon-12" fills the coil completely, just the same as if the

CO2 were not mixed with it, the "Freon-12" is just as "rich" as if it were in the coil alone. Therefore, the mixture of "Freon-12" and CO2 will cause the torch to change color just the same as if it were "Freon-12" only.

WHAT ARE THE PRESSURES OF THE MIXTURE?

If the "Freon-12" pressure is 7 p.s.i.g., and we put 143 p.s.i.g. of CO2 in with it, what will a pressure gauge show-143 p.s.i.g., the pressure of the CO2, or 150 p.s.i.g., the pressure of the "Freon-12" and the CO2 added together?

Dalton also found that in a mixture of two gases, the individual pressures of each of the gases added together to form the total pressure. That is, if there is a pressure of 7 p.s.i.g. of "Freon-12" in a coil, and we add 143 p.si. of CO2, the total pressure in the coil will be equal to the two gas pressures added together.

In this case, the total pressure will be 150 p.s.i.g. If we started out with 7 p.s.i.g. of "Freon" and built it up to 150 p.s.i.g. with CO2, 143 p.s.i.g. of the 150 p.s.i.g. would be the pressure of the CO2 and 7 p.s.i.g. of the "Freon-12."

Dalton's discovery of these matters is known as "Dalton's Law of Partial Pressures." It is one of the most important scientific laws that affect refrigeration and air conditioning. It is the very basis of psychrometry.

In effect, Dalton's law says that in a mixture of gases, the total pressure is the sum of the partial pressures of the individual component gases. So a gauge on the coil would read 150 p.s.i.

DOES THE "FREON-12" CONDENSE WHEN THE PRESSURE RISES TO 150 P.S.I.G.?

But how do the gases act? Does each gas act according to its partial pressure or according to the total

Take our locker room coil. It is at -4°, and at that temperature the 'Freon-12" pressure is 7 p.s.i.g. We add CO2 pressure and raise the total pressure in the coil to 150 p.s.i.g. What happens to the "Freon-12" at -4° and 7 p.s.i.g.? Does it condense as soon as the pressure goes up? If it does condense, does it turn into a liquid and leave only CO2 gas in the cylinder? If so, our halide torch will be unable to find any leaks, for the halide torch does not react with CO2; it changes color for the halogen "Freons," refrigerants only—the methyl chloride, ethyl chloride methylene chloride, etc.

The total pressure has no effect on the "Freon-12." The "Freon-12" exists in the coil the same as if the

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CO2 were not in there with it. Its pressure of 7 p.s.i.g. is affected only by temperature, not by the total pressure. If the temperature of the plate coil goes up, the pressure of the "Freon-12" of 7 p.s.i.g. goes up, too. Same with the pressure of the CO2; it goes up with temperature. So the total pressure goes up because both partial pressures become greater with an increase in tempera-

PARTIAL AND TOTAL PRESSURES VARY WITH TEMPERATURE

If the plate coil is chilled, so that its temperature drops below -4°. then the 7 p.s.i.g. drops. When that happens, some, but not all, of the "Freon-12" gas condenses to a liquid.

If the temperature of the plate drops from -4°, to let us say, -10°, then its pressure drops from 7 p.s.i.g. to 41/2 p.s.i.g. in accordance with the "Freon-12" table of saturated temperatures and pressures. But it doesn't all condense; some of it does in order to establish the new pressure, volume, and heat content conditions that go with a -10° temperature. But there would still be "Freon-12" vapor in the plate. At the same time, the CO2 pressure would drop from 143 p.s.i.g. to about 1411/2 p.s.i.g., when the temperature dropped from -4° to -10°, so the new total pressure would be approximately 146 p.s.i.g. instead of 150 p.s.i.g.

CHANGE IN TOTAL PRESSURE DOES NOT CHANGE BOILING POINT OF "FREON-12"

But this is wandering a bit from our question of: "Would the 'Freon-12' condense when the CO2 pressure was added and the pressure in the plate coil was raised from 7 p.s.i.g.

to 150 p.s.i.g.?' The answer is "No"; for although the total pressure became 150 p.s.i.g., the "Freon-12" pressure was still 7 p.s.i.g. and it is the temperature of the "Freon-12" and its partial pressure of 7 p.s.i.g., that control the condensation or boiling point of the "Freon"—not the total pressure.

BUILDING UP PRESSURE IS O.K.

So, from all angles, this method of building up the refrigerant pressure with CO2 so as to enable us to find leaks more readily, is quite feasible. Especially, it is helpful in finding leaks in cold coils that cannot be warmed up, as in locker plants, ice cream hardening rooms or cabinets.

Instead of CO2, nitrogen could be used: in fact, it has the advantage of being somewhat more drying than CO2, and is quite inert toward the refrigerants, oil, metals, etc. Dried air can also be used, but it is rarely available except in factories. CO2 and nitrogen are the most satisfactory inert gases generally available. Never use oxygen.

Remove the CO2 after the test. As indicated in last week's issue, the mixture of "Freon-12" and CO_2 should be completely evacuated from the coil, and a good vacuum drawn before the coil is re-connected to the

Furniture Co. Adds Conditioning

RICHMOND, Va. - The Bernard Siegel Furniture Co. has just completed a remodeling and expansion program, highlight of which was the installation of a complete air conditioning system.



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You know how important water conservation is these days ... and when it comes to saving water, Governair Evaporative Condensers are the most miserly, "water-savingest" condensers you ever saw! Yes, Governair will only use five of every 100 drops of water running through the condenser system and put 95 back to use again! You can't beat that for water-saving efficiency!

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ASRE Plans Session on Water-Saving--

(Concluded from Page 1, Column 3) tinuation of a similar symposium staged in Chicago last December during the society's annual meeting. R. M. Westcott will preside, aided by D. D. Wile and H. E. Degler.

At the first technical session to be held Monday afternoon, June 5, there will be two discussions on air conditioning and a paper on a new refrigerant. Speakers for this session are Wm. L. Holladay of Hieatt Engineering Co., Fritz Honerkamp of Anemostat Corp., and C. M. Ashley of Carrier Corp.

Technical aspects of pre-packaging frozen meats, pre-cooling and rail transportation of fruits and vegetables, and refrigerated truck transport will be featured in the second technical session, which is to be held Wednesday morning, June 7.

Society business to be taken up during the Kansas City meeting includes a vote of the membership on acceptance of the newly revised B9 safety code, and a discussion by representatives of 25 organizations and the Standards committee on a proposal of Paul B. Reed, educational director of the Refrigeration Service Engineers Society, to establish a color code identification of refrigerant containers or cylinders.

Social events are also on the program, beginning with an informal president's reception on Sunday night, June 4; a welcome luncheon Monday noon; a "chuck-wagon" barbecue supper and square dance at the Santa Fe Hills country club Monday evening, a cocktail party and informal dinner-dance Tuesday evening.

Annual golf tournament will be held Tuesday afternoon at the Milburn Golf and Country Club.

Program for the meeting follows:

SUNDAY, JUNE 4

12 noon—Registration.

p.m.—Executive committee luncheon meeting.

6 p.m.—Sections committee supper meeting.

9 p.m.—President's reception, informal.

MONDAY, JUNE 5

9 a.m.—Registration.

9:30 a.m.—Committee meetings. 12:30 p.m.—Welcome luncheon— Tom Collins, speaker.

2 p.m.—First Technical Session.
John G. Bergdoll, Jr., president,
presiding.

"Low Temperature Air Conditioning"—Wm. L. Holladay, engineer, Hieatt Engineering Co., Los Angeles.

"Testing and Balancing Air Conditioning Systems"—Fritz Honerkamp, chief engineer, Anemostat Corp. of America, New York City.

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That
DESTROYS WATER
... and Reaches
ALL of it.
THAWZONE
LIQUID DRIER







General Refrigeration Division Yates-American Machine Company, "A New Refrigerant and Its Applications"—C. M. Ashley, director of developments, Carrier Corp., Syracuse, N. Y.

3 p.m.—Ladies Card Party.
7 p.m.—Chuck-wagon barbecue supper and square dance, Santa Fe Hills Country Club—St. Louis Section, host.

TUESDAY, JUNE 6

9 a.m.—Registration. 9:30 a.m.—Domestic Refrigerator Engineering Conference — Insulation Symposium.

W. A. Kuenzli, presiding.

9:30 a.m.—Water Conservation Conference. R. M. Westcott, presiding, assisted by D. D. Wile. 12:30 p.m.—Publications committee

luncheon meeting.

2:30 p.m.—Golf tournament, Mil-

burn Golf and Country Club. 2:30 p.m.—Trips, technical and non-technical.

6 p.m.—Cocktail party.
7 p.m.—Dinner dance, informal.

WEDNESDAY, JUNE 7

9:30 a.m.—Registration. 10 a.m.—Second Technical Session. Paul B. Christensen, vice president, presiding.

"Pre-packaged Frozen Meats," E. J. Robertson, Wilson & Co., Chicago. "Pre-Cooling and Rail Transporta-

tion of Fruits and Vegetables," E. A. Gorman, Jr., Presco Co., Los Angeles. "Refrigerated Truck Transport," Michael Green, U. S. Thermo Control Co., Minneapolis.

10 a.m.—Continuation of Domestic Refrigerator Engineering Conference. 1 p.m.—Council luncheon meeting.

Room Cooler Sales --

(Concluded from Page 1, Column 4) fiscal year, which ended on April 30, shipments of Remington air conditioners were 52% greater than for all of fiscal 1949, while in terms of dollar volume they were 260% of the volume billed during the same six months of the previous year, the report stated.

Production, shipments, and billings for April were by far the largest for any month in the 13-year history of Remington's air conditioning business, it was reported. Both shifts at the Court St. plant, as well as the enlarged facilities on Huntington St., are continuing to operate on overtime. Yet the corporation's backlog of unfilled orders is now higher than it has ever been before, at this season of the year, according to Laube.

ACRMA Annual Meeting --

(Concluded from Page 1, Column 5) general program to assist American business and discuss particularly the effort to simplify and clarify the anti-trust situation which is now so confusing to businessmen in general. McCoy will also comment on the elements which make action necessary to narrow the gap now existing between the volume of United States' exports and imports.

Both speakers, following their addresses, will lead forum discussions on various aspects of the two fields with which they are so prominently identified.

Bendix Automatic Washer Sales Go Up During April

SOUTH BEND, Ind.—Sales of Bendix automatic washers, driers, and ironers during April were seven times the dollar volume of the same month in 1949, Parker H. Ericksen, vice president of Bendix Home Appliances, Inc. here, announced recently.

April sales were more than \$5,500,000 he stated. Orders on hand for May are more than sufficient to absorb scheduled production, he added.

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CEE-KLEER PRODUCTS CO. 1335 Walnut St., Cincinnati 10, Ohio



(Concluded from Page 1, Column 2) over, when we planned the development we wanted to provide air conditioning as standard equipment, without extra charge to the tenants."

He pointed out that the new project justifies a "long-cherished belief that the facilities of Manhattan's ultra-modern midtown apartments can be achieved in suburban surroundings at low rentals." Rents will range from \$58.50 per month.

Five types of apartments are available in the project, including tworoom studio, two and one-half room,
three room, three and one-half room,
and four and one-half room units.
Frigidaire room air conditioners will
be installed in bedrooms and living
rooms of the apartments.

For example, in a dwelling unit comprised of a living room, single bedroom, and kitchen, two air conditioners will be installed, one in the living room and the other in the bedroom. In two bedroom apartments, there will be three units—one in each bedroom and another in the living room.

By using individual package equipment, each unit equipped with its own controls and serving a separate room, air conditioning can be provided as required by the household. During the daytime hours the housewife may not use the air conditioner in the bedroom. At night she can easily turn off the living room unit and start the bedroom conditioner a short time before retiring. If she desires air conditioning in the bedrooms and living room, she has fingertip control at all times. Thus

package equipment provides an economical "zoning" arrangement.

Although the Frigidaire room air conditioners are designed primarily for window installation, the builder is taking advantage of flexibility of this type equipment with a unique installation approach. Installation will be made through wall openings of sufficient size to house the individual units beneath the actual window.

The bottom edge of the wall aperture will be about 18 in. above floor level. With the unit installed and sealed in the wall opening, it has an attractive built-in appearance, both from the outside and inside of the building.

Units are completely self-contained, requiring only an electrical plug-in connection to operate. The air conditioners are 27¾ in. wide, 29½ in. deep, and 14¼ in. high. The conditioner cools, filters, dehumidifies, and circulates air at a rate of about 200 c.f.m.

There are two simple controls. A choice of circulating filtered fresh air with or without cooling is provided, depending upon the season. Thus, ventilation is available throughout winter months.

In addition to air conditioning, the new apartments will include wall to wall carpeting, convector radiation heating, an 11-ft. rotor-operated picture window in each living room, completely equipped kitchens with Frigidaire refrigerators, kentile floor and work table, television outlets, automatic laundries, individual garages, parking areas, playgrounds,

and recreation rooms.

The project, which is situated on the site of the Childs gardens is onehalf minute from the Floral Park railroad station. Complete shopping, church, and school facilities are immediately accessible.

Conference on Electric Cooking Is Scheduled

CHICAGO—The Commercial Cooking Committee of Edison Electric Institute will sponsor a Commercial Electric Cooking Conference, to be held May 24, 1950, at the Sheraton hotel in Chicago, the conference being timed to convene during the National Restaurant Association's annual convention which is held at Navy Pier in Chicago the week of May 22.

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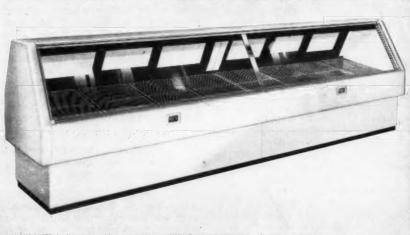
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The theme of the conference will be "The Why, How and Where To Help You Sell More Electric Cooking Equipment," and leaders in this field will address the meeting. Speakers will represent electric operating companies and manufacturers. The conference will also be addressed by a commercial cooking equipment dealer and a restaurant operator.

Bunch Gets Smith Co. Post

MEMPHIS, Tenn. — Herbert L. Smith, an official of the Smith Co.. Inc., 376 S. Main St., which is a division of Smith Store Fixture Mfg. Co., has announced the appointment of C. E. Bunch as manager of the company's air conditioning and commercial Refrigeration Department.



Shown are two Model 3107 cases, each 7-ft. long, set together in line. Two or more of either length case can be placed end-to-end in a continuous line.

Remember the name . . . SERIES 3100 . . . a totally new, completely different, absolutely perfect answer to the need for continuous top display cases. The basic nominal seven and ten foot units will multiply up to any length needed anywhere, with full length, continuous display, continuous fluorescent lighting, continuous refrigeration, and continuous selling power!

QUALITY! You name it. Series 3100 has it. FULL

porcelain exterior . . . triple PLATE glass front . . .

STAINLESS steel liner bottom . . . exclusive Miraflex TWIN coils . . . full FLUORESCENT lighting . . . all WELDED steel construction . . . typical KOCH workmanship . . . not a single feature that isn't absolutely tops of its kind!

MAGNETIC DISPLAY! The triple plate glass front is no barrier in this case. It's at the perfect angle

is no barrier in this case. It's at the perfect angle to protect the display. It does not interfere with visibility. Add full length fluorescent lighting and three-level adjustable shelves to the inviting design of the exterior and you have a fixture that will, without question, be the focal point of the store.

EASY TO WORK! It doesn't take a contortionist to work out

of this beautiful KOCH case. A butcher can get to the items down-front just as readily as he can those in the back. This is an example of perfect KOCH design and engineering.

EASY TO JOIN! This case can be used individually,

or any number of them can be set in line, end-to-end, to make one continuous unit of any length. Multiple installations are made quickly, with each individual unit becoming a permanent, integral part of the full length case.

for
ENDLESS
display
with
ENDLESS
appeal
and
ENDLESS
profits!

SERIES 3100 KOCH TOP DISPLAY CASE

Here's a new beauty to add to the KOCH Refrigerator line, the line of least resistance. Now you can equip a complete market of any size with KOCH refrigerated fixtures. There are refrigerators and display cases for meats, delicatessen, dairy products, produce, bottled beverages, and all other perishables in today's market. KOCH offers a money-making proposition to qualified dealers and distributors. Some territories are still available. Write today!



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